MANUFACTURING CONFECTIONER

Vol. X

DECEMBER, 1930

No. 12

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ESSENTIAL OILS and Kindred Products

MAPLE FLAVOR

Concentrated Imitation

An exceedingly fine reproduction of the true maple aroma

DXC

Ceylon Cinnamon Flavor Imitation

For hard candies and lozenges. A superior product imparting the flavor of the cinnamon bark

DXC

Rum Flavor Imitation

Excellent for soft candies, icings, mincemeat, fruit cakes and plum pudding

DXC

We also supply All Other Flavors in demand. Send us a trial order.

DODGE AND OLCOTT COMPANY

"The integrity of the house is reflected in the quality of its products."

Page 5

Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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Gold Seal Oil Peppermint

(Triple Distilled)

UNGERER Gold Seal Peppermint Oil is more than a good redistilled oil. It represents natural peppermint oil of selected quality redistilled to meet the U. S. P. requirements and then fractionated further for the removal of any traces of terpenes and resinous bodies.

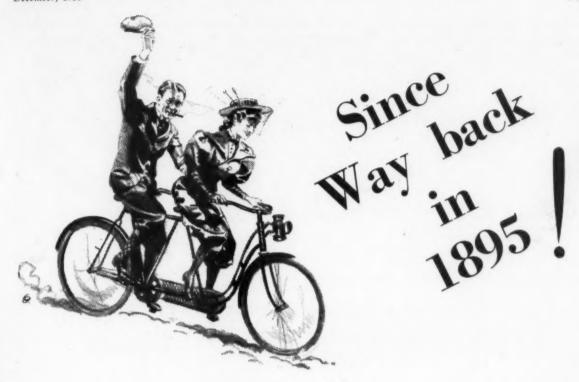
The result is a crystal clear, water white oil with a smoothness and refinement of flavor impossible in an oil not so treated. The increased cost per hundred pounds of candy compared with the use of ordinary U. S. P. peppermint is infinitesimal and negligible while the improvement in the flavor of the product is plainly noticeable to anyone.

"Our Quality is Always Higher than Our Price"

માનામાં માત્રમાં માત્ર

UNGERER & CO.
NEW YORK

fectioner



Oil Peppermint "Mohawk"—have you tried it? There is no finer quality. Used by the best manufacturers.

OH the bicycle built for two—and oh the clothes they wore as they dashed along (at eight miles per)!

Way back in the tandem bicycle days we started building our reputation by uniform strength and excellence of flavoring materials and essential oils.

During these 35 years we have worked with numerous confectioners, both large and small, and have helped to solve many, many difficult flavoring problems.

Many loyal customers will testify to the completeness of our service and the high quality of our materials.

We invite your inquiries. If you have any flavoring problems, put them up to us! Our liberal testing samples will speak for themselves.

Are you receiving our thirty-two page Catalog issued every other month? If not, send for it!

MAGNUS, MABEE & REYNARD INC.



Essential Oils and Basic Flavoring Materials

New York—32 Cliff Street. Chicago, 29 So. Clinton St.



If you want action from your Salesmen in increasing your candy sales, put out an "ALL-FRUIT BOX" containing

BLANKE-BAER DIPPING FRUITS

Pineapple Cubes
Peach Cubes
Dipping Raisins
Dipping Kumquats
Dipping Strawberries
Dipping Cherries

Now is the time to start working on this "All Fruit Box" so as to have it ready for your "Fall drive." You should also make it a rule to include in every box of your Fruit and Nut Assortment a liberal quantity of Fruit Filled Chocolates containing these Dipping Fruits.

Write for full information and contract prices

Blanke-Baer Extract & Preserving Co.

3224 South Kingshighway



St. Louis, Missouri, U. S. A.



A WEST INDIAN HURRICANE

in action

Natural Oil of Limes has commanded an abnormally high figure for the past five years due to disastrous and recurrent hurricanes in the West Indies which have not only limited the current crop but have played havoc with the trees themselves, imparting plant diseases to many lime trees and causing them serious and often permanent damage.

OIL of LIMES DISTILLED IMITATION

To meet the present scarcity of Natural Oil of Limes, we have perfected and marketed successfully for the past five years an imitation product—as strong as the Natural Oil, resembling it very closely in flavor and, in fact, regarded by many as superior to inferior grades of alleged Natural Oil now appearing on the market.

The cost is less than half.

We are also marketing a successful Imitation of OIL OF LIMES HANDPRESSED.



Samples and further information gladly furnished upon request.

FRITZSCHE BROTHERS, Inc.

78-84 Beekman St.

118 West Ohio St.

New York

Toronto

Chicago

FRITZSCHE BROTHERS of CANADA, Ltd.

77-79 Jarvis Street

ANSWERS

to some of the

QUESTIONS

that confectionery manufacturers

are asking about

YELKIN

1. What is Yelkin?

Yelkin is highly refined vegetable lecithin. Its fat soluble properties are maintained by the addition of 20% refined vegetable fat. At present cacao butter, or 92° cocoanut butter, is used. Lecithin is found in all oil-bearing seeds, eggyolks, butter and milk. Yelkin, therefore, is nature's fat stabilizer made available in concentrated form for commercial use.

2. What are the Properties of Yelkin?

The properties of Yelkin may be stated under two headings.

(1) Fat stabilizer

Yelkin stabilizes composite fats, such as cacao butter, mixtures of fats and oils, such as cooking compounds, and emulsions of fat and water, such as found in cream centers, cocoa or ice cream.

(2) Fat disbursing agent

Yelkin breaks down the natural resistance of fats to mix with other ingredients. This insures complete and uniform distribution of fat.

3. In what Confectionery Products can Yelkin be used?

Yelkin can be used to advantage in chocolate and bon bon coatings, caramels, toffees, creams, nougats, in fact wherever fat or oil is an ingredient.

4. How does Yelkin Improve Coatings?

Yelkin stabilizes and changes the melting characteristics of cacao butter, cocoanut hard-butter or other fats used in coatings by retarding separation and crystallization of the higher melting point fats. Yelkin offsets the increased viscosity due to moisture. It insures a complete and uniform distribution of fat throughout the coating. Such coatings, therefore, run thinner, acquire higher gloss, greater stringing and covering properties. In chocolate coatings, Yelkin also retards greying or bloom.

Write for copy of booklet that answers all questions concerning this new pure food product.

ROSS & ROWE, INC.

Sole Distributors

25 BEAVER STREET

New York City

Back of the Sweeping Popularity of ONE Brand of PORK and BEANS ... WHAT?



TODAY, the public refuses to accept even a shade of inferiority in flavor. Times have changed—the standards are too high for the "just as good" product to break through with first-rate sales. It's the degree of difference in flavor—perfectionward—that wins and holds preference. The

In candies, too, it's the degree of

difference in the flavor that counts. The popularity of your candies hinges on that small, years to research trol, and the con

but all-important factor—
there's no escaping the

confectioners have increased their sales through the use of Foote & Jenks "ISOLATES"—flavors that embody the results of forty-six years of specialization, and that are made from the finest raw materials the markets of the world provide. The exclusive "ISOLATE" cold mechanical process, employing neither heat nor vacuum, assures true, fresh, ripe fruit flavor,

super-concentration, complete water-solubility, and uniform strength.

This company has devoted forty-six years to research work, scientific control, and the constant testing of our super-concentrated, water-soluble flavors in foods and beverages. Always the quest is for improvement. Avail yourself of this specialized service.

FOOTE & JENKS



FOOTE & JENKS'
"ISOLATES"
NATURAL FLAVORS

ISOLATE FLAVOR COMMANDS FAVOR

VANILLA...LEMON... ORANGE and 12 others

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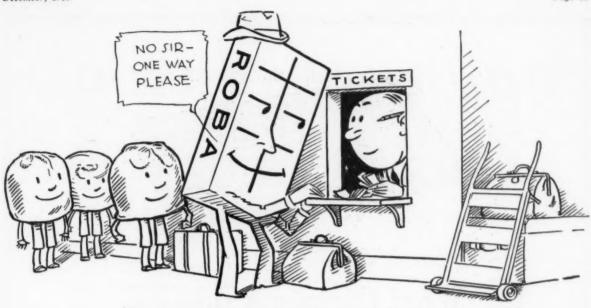
"Warfield IS Growing with the West"



CHOCOLATE COATINGS LIQUORS and COCOAS

Milk Chocolate Squares Milk Chocolate Buttercups

WARFIELD CHOCOLATE COMPANY
536-554 West 22nd Street
CHICAGO

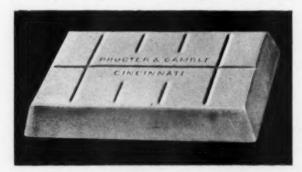


No return trip tickets for Roba-coated bonbons

Fondant bonbons seldom go on long trips. Few candy manufacturers are willing to run the risk of having their candies look like "antiques" by the time they reach the home.

Roba-coated bonbons have no fear of long journeys or extended "stop-overs." They have the protection of a non-porous coating —a coating which has unusual stand-up properties—a coating which actually seals up

Send for a free test sample of Roba



the original freshness and delicacy in the centers.

Roba is the perfected confectioner's hard butter. Because it has a bland, neutral flavor, it cannot affect the taste of the most delicately flavored goods.

Roba's melting points are as uniform as its stand-up qualities. When you buy Roba of a particular degree of hardness, you may feel perfectly confident that it will produce the same good results tomorrow as it did today, and yesterday.

Roba bonbons stay deliciously moist and appetizing for months. They can be made up safely long before they are to be sold—an advantage you will readily appreciate.

Try Roba. The permanence it gives to coatings will materially increase the salability of your goods.

Procter & Gamble, Cincinnati, Ohio



What the name BAKER means to you

Constantly increasing numbers of the leading manufacturing confectioners agree on one point, namely, that the name Baker on a coating insures them of the *best* that they can buy. For they realize that Baker experience and Baker scientific methods of production are unequalled.

Whether you require coatings for a volume line or the highest grade box confections, you will find a Baker coating to meet your needs. From every point of view, Baker Coatings give the most dollar-fordollar value.

> There's a Baker Coating for every taste, color and price requirement.



Baker's Laboratory and Technical Staff are at your service. Use them!

WALTER BAKER & CO., Inc.

DORCHESTER, MASS.

MONTREAL, CANADA

Chicago Office, 208 West Washington Street
Pacific Coast Representatives, Mailliard & Schmiedell

Coconut Absolute

(imitation)

Possesses the utmost fidelity of flavor and aroma to the fragrant fresh coconut. Its worth in food products of all descriptions has already been proven. Will neither bake nor freeze out. COCONUT ABSOLUTE may be used alone or in conjunction with desiccated coconut to which it restores the delicious character lost to the fruit during desiccation.

1 oz. to 100 lbs. cream or 50 lbs. hard candy Price—\$4.00 per lb.

Banana Absolute

(imitation)

Reproduces the golden banana flavor in its true character.

1 oz. to 100 lbs. cream or 50 lbs. hard candy

Price—\$4.00 per lb.

Try Them!

We are specialists in pure fruit extractions which reproduce the flavor of the fresh fruit in your creams, bon bons, etc.

van Ameringen-Haebler, Inc.

Manufacturers and Importers of
Flavor Materials Aromatic Chemicals
Essential Oils Perfume Specialties

314 Fourth Avenue, New York 180 No. Wacker Drive, Chicago 826 Clark Avenue, St. Louis 42 Wellington Street, E. Toronto

Factory, Elizabeth, N. J.

Better Quality at Lower Cost in Caramels, Fudges and Chewing Confections. Explains the Supremacy of White Stokes SUPERKREME

HOW WHITE-STOKES SUPERKREME is helping make better candy and bigger profits for progressive confectioners everywhere, is best seen in the constantly increased use of this superior.

concentrated fresh milk and cream product.

In certainty of richer flavour, better stand-up body, finer grainless consistency, SUPERKREME is daily proving its merit as a builder of sales volume. To cut, cast and coated caramels, fudges, nut rolls and clusters, kisses and all chewing goodies, SUPER-KREME imparts Tempting Quality, Freshness and Salability. At the same time, through the production economies it makes possible—in time and money savings, and in the elimination of spoilage and expensive fresh cream and milk ingredients, it reduces costs and increases profits.



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st

ns.

CUMULATIVE EVIDENCE

- 1 No wise candy-maker ever takes chances with butters.
- 2 Uncertain butters will ruin the best of candies.

CANDIES
ARE BETTER
WHEN MADE
WITH NUCOA
BUTTERS...

Send for our free booklet, "The Whats and the Hows"



The Best Foods Inc.

88 Lexington Avenue, New York City

NEW YORK

CHICAGO

SAN FRANCISCO

NUCOA

NUCOLINE

PLASTIC

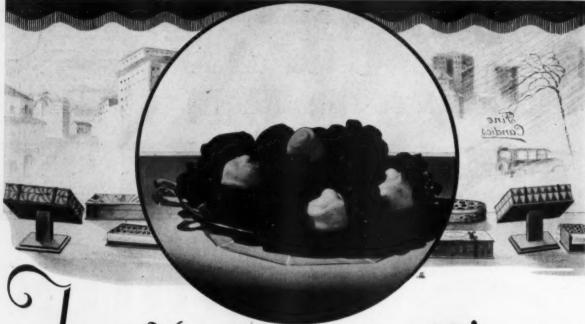
PH RICK

PLASTIC

FILDISK

FIRMTEX

NUCOA HARD BUTTERS



Jorget Your Temperature Worries

You minimize the possibility of your coatings becoming soft and sticky and losing their rich, tempting appeal when you use Kellogg's Coconut Hard Butters.

The extremes in temperature to which all candy is exposed spell downfall to coatings which are not properly made but you need have no fear when you use Kellogg's Hard Butters.

The improved Kellogg refining processes insure absolute year-in-and-year-out uniformity and unvarying accuracy of melting point.

Actual Laboratory tests under adverse conditions have proven that Kellogg Hard Butters do not turn rancid even if left exposed for long periods of time.

One trial will convince you it is worth the trouble that it takes to insist on Kellogg's.

Spencer Kellogg and Sons Sales Corpu

Administration Building and Research Laboratory BUFFALO, NEW YORK

MILLS: Manila, P. I., Buffalo, New York City, Chicago, Minneapolis, St. Paul, Superior, Wis. WAREHOUSES: Atlants, Bultimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Fort Wayne, Indianapolis, Kansas City, Milwaukee, Minneapolis, New York City, Philadelphia, Pittsburgh and St. Louis.

KELLKO Coconut Hard Butters

KELLOLEIN

Coconut Soft Butters

KOLINE

76° Edible Coconut Oil

KELLOGG

Hydrogenated Coconut Oils and Plastic Butters TRULLUNGS'S COCONUT OIL PRODUCTS

tioner

Bakeris Coconux H

THE FINEST IMPORTED COCONUT AT ANY PRICE

FTER all is said that can be said about imported coconut . . . after all tests are made that can be made . . . remember this one, simple fact-

GEM BRAND IS THE FINEST IM-PORTED COCONUT YOU CAN BUY AT ANY PRICE.

That statement is made by the largest importer of coconut - about the largest selling imported brand.

There are nine different cuts of GEM, to take care of every possible need for unsweetened coconut. Whichever cuts you use, you can be sure that in GEM

FRANKLIN BAKER'S COCONUT

A PRODUCT OF GENERAL FOODS CORPORATION

Both Domestic and Imported Coconut in a complete variety of cuts; packed in tins, cases and barrels Sold through Supply Houses Everywhere

you get the finest imported coconut you can buy at any price.

We shall be glad to send you a generous free sample in any cut, to prove our claim to your own satisfaction in a trial run. Just use the coupon.



C-MC-12-80

Please Fill In Completely - Print Name and Address

FRANKLIN BAKER CO., (INC.), HOBOKEN, N. J.

Please send me a free sample of GEM Brand Imported Coconut. I have drawn a circle around the cut wanted.

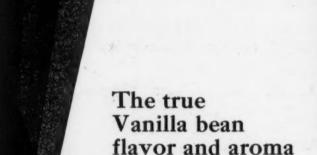
Macaroon-Star Short-Medium-Coarse-Long Thread Standard Thread-Fancy Shred-Strip-Slice or Chip

Name-

Address_

City-State

Guaranteed from CLOVES





GIVAUDAN - DELAWANNA
80 FIFTH AVE. - DELAWANNA

Clove VANILLIN
100%

.....



TERLING

The Rockwood Clocolar Coating that is standard in name and quality. A laboratory-controlled product, guaranteeing uniform viscosity.

Chocolate
Coating is vanilla flavared very finely willed,
and dips with a shooth
velvery finish, so appe

ample—be countries

MGELES

CHICAGO

The best cooks Sweeten to Taste!

HE less intense sweetness of Cerelose has provided the candy industry with a dependable sweetness control. All that has been said about sweetness teasing the appetite and being an aid to digestion is true. But the converse is also true, for while a *little* coaxes, a *lot* cloys.

Overdoing this sweetness thing is what ruins candy sales. Too many candies are made so sweet that one bite spoils the appetite which, once aroused, might have been teased along to the second and third bites and increased sales.

Yet sugars are the backbone of all candy structures. If the sugar content is arbitrarily cut down, structural changes occur, fermentation and other troubles are likely to ensue. It is evident that the answer does not lie in reducing the percentage of sugar. How, then, can this desirable end be accomplished? How can sweetness be cut down without the risks resulting from lowered sugar content?

CERRE A PURE WHITE

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is be

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We find the answer in the proper selection and grouping of the types of sugar used. Take Cerelose, for example. Cerelose is the equal in food value of any other sugar. It is Nature's most favored health sugar. Yet it is less intensely sweet than ordinary sugars. It sweetens, but does not cloy.

So keep your sugar content high and enjoy the advantages of "sweetening to taste", besides. No candy formula is complete today without some Cerelose. Its use, and the proportions in which it is used, mean unmasked flavors and all the intriguing, "come-on" qualities which a perfect sugar should stand for.

Cerelose is no longer a new and untried product in the confectionery industry. Hundreds of plants throughout the country—your neighbors', in fact—are using it daily, dependably, and in quantity. They find that frequently, in addition to its physical advantages, it cuts operating costs as well. Our experiment station devoted to the making of better candies with the aid of Cerelose awaits your commands.

CORN PRODUCTS REFINING CO.

17 Battery Place New York City

LCOSE SUGAR FROM CORN



Also assorted chocolates and bon bons ...

FOIL your Easter goods by machine—save time and money. You can use the same machine for foiled assorted chocolates and bon bons, because it can be easily adjusted for various sizes and shapes.

Our foiling machine wraps from 60 to 80 pieces per minute, and requires only one operator. Does much neater work than hand wrapping, and is economical in its use of foil. Handles the goods so gently that even "liqueur" and soft-center chocolates can be foiled without damage.

Write for complete information.

PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK CHICAGO LOS ANGELES
LONDON: Baker Perkins, Ltd.







MANUFACTURED WEATHER Helps Make These Fine Products

THE uniformly high quality of most of America's finest confections has been made possible, in a large measure, by Manufactured Weather. For years these manufacturers have enjoyed positive and automatic control of temperature, humidity, air movement and air cleanliness, regardless of outside weather conditions. For every stage of the various manufacturing processes . . . for the many different kinds of confections requiring totally different atmospheric conditions . . . Manufactured Weather has played its indispensable part.

But not only for the makers of these nationally known products has Manufactured Weather proved a profitable investment. Small factories, individual departments, candy kitchens, have effected definite production economies which would have been impossible without complete weather independence. In the Carrier-conditioned factory, production and packing schedules are more uniform . . . production is increased . . . quality is improved. And in addition there are the ever important factors of more healthful working conditions . . . better employee morale . . . a pronounced decrease in sick-leave and labor turnover.

If you do not already know, it will pay you to find out what Manufactured Weather is doing in most of the best known confectionery factories . . . what it can do for <u>you</u>, regardless of your requirements.

Carrier Fngineering Corporation

NEWARK, NEW JERSEY

Contributor

OFFICES: NEW YORK, PHILADELPHIA, BOSTON, CHICAGO, CLEVELAND, WASHINGTON, DETROIT, DALLAS, LOS ANGELES EXPORT DIVISION: 505 FIFTH AVENUE, NEW YORK

CARRIER ENGINEERING COMPANY, LTD.

CARRIER LUFTTECHNISCHE GESELLSCHAFT

Manufactured Weather makes "Every day a good day"

There's something of real significance to the industry in this piece of news

This growing list of eminently successful manufacturers clearly indicates that scientific air conditioning is now recognized as a positive aid in making candy production more profitable.

This list also establishes the fact that one method for air conditioning, above all others, in the judgment of so many of the industry's leaders is sufficiently dependable, efficient and economical to merit their endorsement. That method is the



Coolairco conditioned plants enjoy the many important advantages that are provided by this modern scientific method of insuring, "made-to-order-climate" for every step in production—every day of the year regardless of outside weather conditions and variations.

The elimination of seasonal plant shutdowns, waste and spoilage of materials; the improved texture, taste and appearance of the product; increased production schedules, safer storage—these are some of the reasons why COOLAIRCO conditioning is considered a good investment for confectionery plants.

Now EATMORS SWEET MILK CHOCOLATE

Joins the list!

Beech-Nut Packing Co. Canajobarie, N. Y. Bush Terminal, N. Y.

Bonnett-Hubbard Candy Co. Inc. Chattanooga, Tenn.

Borden Company

Brandle & Smith Co.

Charms Company Newark, N. J.

D. L. Clark Co. Pittsburgh, Pa.

R. M. Haan Candy Co. Inc.

Hardie Bros. Candy Co.

Louis Sherry, Inc. Long Island City, N. Y.

James Bros. Atlantic City, N. J.

Oswego Candy Co. Oswego, N. Y.

Smith Bros. Co. Inc. Michigan City, Ind. Poughkeepsie, N. Y.

Wilbur-Suchard Choc. Co.

Wrigley Co. Jr. Wm.

THE COOLING & AIR CONDITIONING CORP.

11 West 42nd Street, New York, N. Y.

Cleveland, Ohio

Chicago, Ill.

Philadelphia, Pa.

Los Angeles, Calif.



How does this sort of weather affect your Starch Conditioning?

With the Hersey Starch Conditioner damp weather is not a problem for production schedules. You do not have to wait for drying rooms to "warm up".

You do not have to run starch through separate units twice to get results. The Hersey Starch Conditioner cleans, dries, and cools starch all in one synchronized process under the watchful eye of full automatic temperature control.

Increase your production during all kinds of weather, cut costs of conditioning in half. Install the Hersey Starch Conditioner. Write us today.

HERSEY STARCH CONDITIONER

HERSEY MANUFACTURING COMPANY

Main Office and Works: Corner E and Second Sts. South Boston, Mass.

Branch Offices: New YORK CITY, 290 Broadway, PORTLAND, ORE., 475 Hoyt Street, PHILADELPHIA, PA., 314 Commercial Trust Bldg., ATLANTA, GA., 510 Hazs-Howell Bldg., DALLAS, TEX., 402 Practorian Bldg., CHICAGO, ILL., 10 So. La Salle Street, SAN FRANCISCO, CAL., 690 Market Street, Los ANGELES, CAL., 450 East Third Street.

New Features

The latest model is adapted for the use of extra depositing shafts of differer t spacings.

New Products

Cocoanut slugs, Cocoanut eggs, Cream containing chopped fruits, nuts, etc.

The Racine Depositor

(Patented)

For every duty a machine of this kind can perform, the Racine Depositor is distinctly superior.

Built in four different types

1—Starch Work. For all goods cast in starch including cream, gum, jelly, marshmallow, etc.

2—Cocoanut Slugs. This type also handles cocoanut eggs and cream masses containing chopped fruit, chopped nuts, etc.

Improved Racine Automatic Sucker Machine

This is the original Automatic Sucker Machine. It created the sucker business, now a Lig factor in the candy industry.

With the new Duplex Rolls it has attained the remarkable speed of from three to four hundred suckers a minute.

It makes suckers of every conceivable size, shape or weight, Waffles, Satin Finish Goods, and Drop Roll work. 3 — Solid Chocolate Stars and Kisses. It produces practically all goods of this kind made in United States.

4 — Chocolate Bars. For solid chocolate cakes, nut bars or bars containing ground nuts.

Racine Chocolate Mixer

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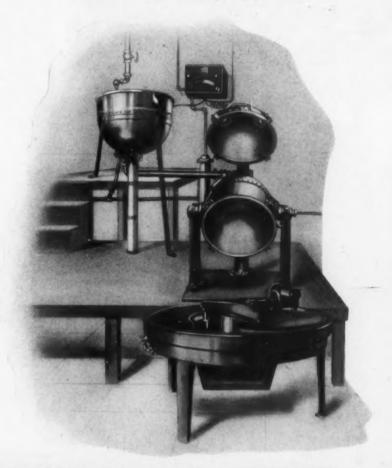


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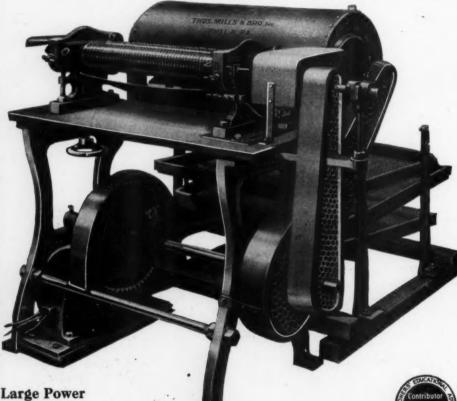
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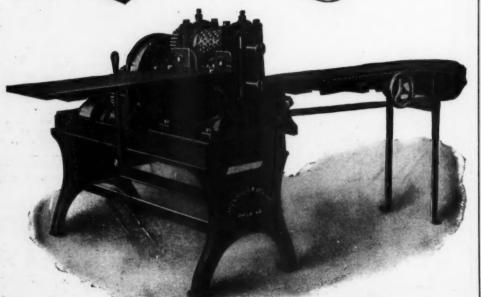
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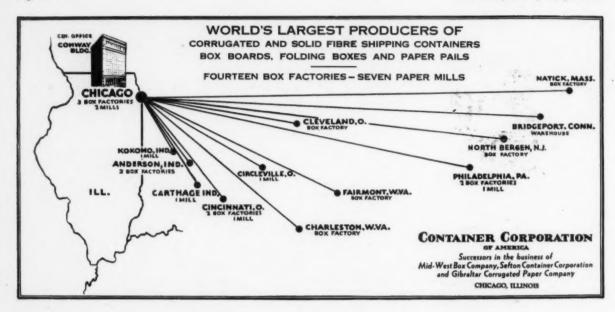
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Carver Cocoa Presses with Metal Plates, complete with automatic ejector and pumps

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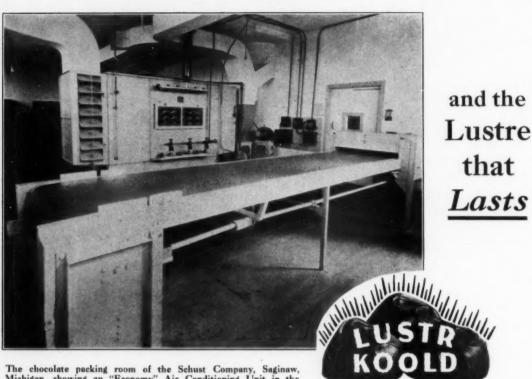
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Make 1931 a Safe Year

HE cost in dollars of accidents to ten representative food industries over a 4-year period was made public recently. Of the ten industries reported on only two, Baking and the Milling of grain, showed larger losses than confectionery manufacturing. So many are talking about production and marketing plans for the coming year that perhaps it is pertinent here to suggest that 1931 be made a safe year for employes in addition to a profitable year for management.

Elevators and transmission machinery cause plenty of accidents, but the point of operation is still the large hazard of this industry. Girls appear to be the crux of the accident problem more than men, although it is true that the older man, especially the man who has gotten along somehow for many years without losing at least part of a hand, is difficult to educate. It seems almost impossible at times to convince some of these veterans that they need guards to protect them.

Burns are frequent in candy plants. Most of them need not be serious. When an emplove is burned the natural thought is to apply water. This adds to the damage. By having ointments of recognized quality as available as water one prominent manufacturer has practically rid his plant of serious burns. Not so long ago 31 per cent of the accidents in this company were due to burns. Serious accidents have happened in candy plants where the machines causing the damage were equipped with guards. Girls can thrust their hands through openings too small for a man's hands. W. A. Sullivan of Loose-Wiles Biscuit Company, Kansas City, told recently of a girl who lost all the fingers of one hand in this manner on a machine that was thought to be adequately guarded.

1931, we hope, will be a better, more profitable year for the confectionery industry than any that has preceded it. Every employer should take pride in making it a safer year for his men and women.

Progress after Business Hours

HE year just closing has witnessed many an event that, if one is to believe the calamity howlers, marks the retreat of the candy industry toward an era of dog-eat-dog. That observation is occasioned by the recent visit to the Con-FECTIONERY BUYER offices of a candy jobber who comes in occasionally. We know pretty well in advance what he is going to say as soon as he enters the office. "The business is on its last legs. Manufacturers are competing with the very jobbers to whom they sell. Where is it all going to end, this chaotic hurling overboard of fairness, common sense and business ethics? An honest, hard-working jobber hasn't a chance nowadays. Yes, sir, we're all on the skids and the fellows who ought to care most are just sitting back twirling their thumbs."

It's true. 1930 has been a disappointing year, especially disappointing to those who listened to and believed the predictions of the high priests as to the time when prosperity would return. It's possible for business to talk itself sick, and that's what has happened in a good many cases. Talking yourself well is another thing. At that, many a business has kept itself in the dumps all during the year when it was more scared than anything else.

One of the bright spots of the year is

the apparent disposition of the younger men in the industry to get together after working hours and talk things over among themselves. In Chicago the Candy Production Club, organized to bring men interested in the manufacture of candy into closer touch, is about to light its first birthday candle. It has had an interesting and worth-while though short career. In New York a similar club has been organized and is away to a promising start. The Philadelphia Candy Institute has made itself felt as a vigorous force in and around its city. Among manufacturers' salesmen in Chicago new life is evident in the Chicago Candy Club which has held a picnic, a golf tournament, a dinner-dance and is now conducting a bowling tournament one night a

Whether the primary aim of these clubs is social or not matters little. It is not possible to gather a group of sensible men all interested in the same business and not promote an understanding of the various viewpoints expressed. It is not possible for them to meet once a month or oftener without a resulting tendency to buy and sell and compete on a friendlier, fairer plane. Everyone is familiar with the old saving that England's battles are won on the playgrounds of Eton and Harrow. Isn't it likely that a good many of this industry's difficult situations may be worked out on the bowling alleys or at least over the coffee and sandwiches that follow. Perhaps these vounger men of the industry have hit on a path to progress that their elders missed. At all events this publication has turned a receptive ear for the last time toward those who want to argue that the industry is on its back waiting to hear the referee count, "Ten".

Help Complete this Survey

ORE than once in recent years the confectionery industry has felt itself treated like a football. The fact is, if anyone is interested in digging into the matter, that the industry has had its good breaks as well as its bad ones. For one thing the Bureau of Foreign & Domestic Commerce appears more than

once to have gone out of its way to render helpful service that the confectionery industry was unable or unwilling to render for itself.

For those manufacturers who possess the determination as well as the wish to help themselves, the distribution figures gathered by the government, have been valuable almost beyond price.

Now the time is here when in order to bring the Government's data up to date questionnaires covering 1930 operation are to be mailed. The Bureau of Foreign & Domestic Commerce asks that they be filled out and returned without untoward delay, a reasonable request and one that aims at making the Survey for 1930 available earlier. This year the questionnaire has been condensed and simplified. Fill it out and return it promptly. By doing so, you will serve, among others, yourself.

Where Are the Candymaker-Executives?

NE of the great troubles with the candy industry is that too few of the executives know how to pitch in and make a batch of candy. Not that the emergency is likely to arise very often, but if they knew how to go through the motions themselves and the candymen under them knew this fact also, there would be less taking the candymaker's word for it that it couldn't be done, less tradition, less rule-of-thumb sophistry and less of all the other things that act as a brake on progress.

One of our associates was recently made general superintendent of what is perhaps the largest and most modern candy plant in America, a plant employing about 2,600 in help. He got that job as much on the strength of the fact that he was a practical, roll-up-your-shirt-sleeves candymaker as that he was a competent executive. There are lots of competent executives in the candy industry but a lot fewer who are practical candymakers as well.

If ever a vocational school were needed, we need it in the candy industry to train our own executives.

Advances in Applied Science by the Confectionery Industry During 1930

By H. S. PAINE

Carbohydrate Division, Bureau of Chemistry and Soils, Washington, D. C.

HE progress in applying scientific knowledge which has been made by the candy industry during the year 1930 and by various industries contributory to it is indeed encouraging. The materials used in the production of candies of all kinds are of such varied number and character that a review of progress made in all those industries which affect candy directly or indirectly would embrace a wide segment of the entire field of food production.

It is obviously impossible to discuss or even consider all of these contributory factors within the space which can be allotted to a review of this character. The writer has endeavored, however, to select for discussion some of the most important topics relating to candy production from a technical standpoint and to record what appear to be the most interesting and valuable advances in knowledge and practice. Some of these topics deal with candy itself, while others have to do specifically with raw materials used in its production

Preserved and Sugared Fruits

The original method of impregnating fruits with syrup, as used particularly in France, yields a product of high quality, but the process is very slow and relatively expensive. The problem involved is primarily the displacement of juice from the cells of the fruit and impregnation of the latter with syrup of gradually increased density under conditions which cause as little adverse effect as possible on the flavor, structure and appearance of the fruit.

Continued study of the process has resulted in a better understanding of the principles involved, which,



Dr. H. S. Paine

in turn, has led to many endeavors to shorten the process without detracting materially from the quality of the product. In a method recently developed, the bleached fruit is placed in a series of containers connected in a manner similar to that used for the cells of a diffusion battery. Sugar syrup is passed continuously through these various containers from an overhead tank, passing out at the end whence it can be concentrated for re-use.

Another method, originated in Europe, depends upon the use of carbon dioxide gas. It is claimed that when fruit is brought in contact with carbon dioxide gas under pressure, in a suitable container, the cells of the fruit become much more susceptible to entrance of syrup and that the process of impregnating fruit with sugar can be very materially shortened.

Use of New Sugars

There are many sugars known to science, but the number in actual commercial use is very limited; con-



sequently, with continued advances in applied chemistry and increasing application of existing knowledge, one may naturally expect the introduction of new sugars into industrial use

In the review prepared by the writer for the December, 1929, issue of this journal, the properties of dextrose (corn sugar) and the use of this sugar in the candy industry were briefly summarized. During the year 1930, the five-carbon sugar xylose (so-called "wood sugar"), which can be produced in substantial yields from waste materials such as peanut shells, cotton seed hulls, and corn cobs, has received considerable publicity, and there has been some discussion of its possible use in candy. According to prevailing opinion, this sugar is not digestible. However, agar, which is a valuable raw material of the candy industry, likewise is not digestible, although it is a useful candy ingredient because of its colloidal properties and its ability to produce a gel. Incidentally, agar is said to perform a valuable function in stimulating intestinal peristalsis and counteracting constipation, this action resulting from its bulk, which, in turn, depends upon its ability to absorb relatively large proportions of water.

Xylose is less sweet and is also less soluble than sucrose. Information available so far does not indicate any physical or chemical properties, aside possibly from its limited sweetness, which might render it valuable as an additional raw material in candy. The function of acting simply as an inert filler and a diluent for other carbohydrates is hardly sufficient reason for its use.

Some interesting work on the moisture-absorbing properties of the sugars lactose, dextrose and galactose has been done recently in the Bureau of Dairy Industry, United States Department of Agriculture. It was found that lactose (milk . sugar) absorbs moisture much less readily than cane and corn sugars. Thus, cane sugar will absorb moisture from the atmosphere when it is more than 77.4 per cent saturated with water vapor, whereas the atmosphere must be more than 93.1 per cent saturated before milk sugar can absorb water from it. In this work it was also found that the sugars dextrose (corn sugar) and galactose absorb moisture from the atmosphere when it is saturated with water vapor to the extent of 81.0 per cent and 86.1 per cent, respectively.

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These experiments were made with pure sugars (as hydrates). The fact that lactose absorbs moisture to a much less extent than cane sugar or corn sugar would make it advantageous as a constituent in candy, provided this low moisture-absorbing property were still effective to a material extent when the lactose is mixed with other ingredients. In this connection it may be stated that the use of a relatively small proportion of lactose, for instance 10 per cent, in hard candy has an influence in restricting absorption of moisture which is worthy of further investigation. If the demand for this sugar should become sufficient to insure continuous large-scale production its cost could undoubtedly be greatly decreased. Lactose has nutritive and other specific properties which are quite valuable in the human dietary.

Rancidity of Fats

Rancidity of fats used in candy continues to be a source of annoyance, to say the least, and with certain kinds of candy is an important factor in limiting shelf life. While the various factors responsible for rancidity, the manner in which rancidity is produced, and the compounds that are responsible for it are not thoroughly understood at the present time, it is commonly accepted that fat suffers deterioration from two principal causes-oxidation by atmospheric oxygen and through the action of micro-organisms such as bacteria and molds. The action of atmospheric oxygen is in turn influenced by heat, light, moisture, acidity, and metallic impurities. In some cases the splitting of fats by the enzyme lipase is an important factor in causing rancidity.

It has been claimed that by atomizing melted butter in an atmosphere of carbon dioxide gas it is possible to produce a paste which, after dehydration, can be transported through the Tropics without the aid of cold storage and without material deterioration. It has also been claimed that by using carbon dioxide as a drying medium it is possible to obtain cream powders containing from 86 per cent to 92 per cent of butter fat in which rancidity does not develop during storage.

The foregoing has suggested the possibility of introducing carbon dioxide gas in candy centers such as butter creams, thus displacing the air which normally is present in considerable proportion. This could be accomplished in a simple manner by conducting the operation of creaming the fondant and mixing in the butter in an atmosphere of carbon dioxide gas, using a fairly air-tight shield or cover over the cream beater and introducing carbon dioxide therein from a cylinder.

The use of "anti-oxidants" for preventing the oxidation of fats has received considerable attention, but, so far as known, no effective substance so far proposed is suitable for adding to edible fats. Reference has been noted in the recent literature to the use in Germany of a substance (sold under a trade name) which is claimed to prevent rancidity of fats in candy and other foods, but so far as known the identity of the substance has not been disclosed and nothing has been ascertained regarding its effectiveness.

Pectin for Use in Candy Jellies

Pectin both from apples and from citrus fruits has been used extensively in the production of table jellies for a number of years. During the last year or two increasing attention has been given to the possible advantage and the possibility of using pectin in candy jellies. These efforts, if successful, would result in placing a new colloidal material at the disposal of the industry. Pectin is classed in the same general category as agar, gelatin and starch from the standpoint of its ability to absorb large proportions of water and

produce a gel. No two colloidal materials which are capable of jellying have exactly the same physical properties, and this difference is reflected directly in the varying characteristics of consistency and texture of the jellies obtained. Consequently, the addition of another jellying raw material to those now available would be a contribution of some importance.

The use of pectin would present some new problems to the candy maker, since the requirements regarding the proportions of sugar. acid and pectin are somewhat more exacting than in the case of the other colloidal materials which he is accustomed to use. The proportion of acid is particularly important, both with respect to jellying and with respect to consistency of the jelly. The control of the rate of setting to a jelly is another very important factor.

Pectin has the advantage of producing a jelly of attractive, tender consistency. It is stated that pectin under various trade names is being used in the candy industry in Germany for production of jelly centers and is considered an improvement

over agar.

Vitamins

In connection with the great amount of publicity and discussion given to the subject of nutrition and the arguments pro and con with regard to the function of sugar and other carbohydrates in the diet, considerable attention has been directed recently to the function of vitamins and their occurrence in various foods. The presence and importance of vitamins in candy and chocolate has also received considerable discussion, particularly with reference to the possibility of increasing the proportion of the anti-rachitic vitamin D in certain candies through the influence of ultra-violet irradiation on the pro-vitamin substance ergosterol which is present in some candy raw materials, for instance, milk

The expense of irradiating milk is very small and it has been stated that such milk has been produced on a commercial scale by several dairy companies. Artificial irradiation for the purpose of increasing vitamin D content has been applied commercially to breakfast foods. A review of the recent literature discloses that a number of patents have been taken out both in the United States and abroad during the last year covering methods for ultra-violet irradiation of chocolate and other confectionery for the purpose of increasing the vitamin content.

A circular containing tabulations showing the relative distribution of vitamins A, B and C in a number of food products, including a number of raw materials used in candy, has recently been issued by the United States Department of Agriculture. Vitamin A is the antiophthalmic or anti-infective vitamin. Vitamin B complex is essential for the maintenance of appetite, growth, reproduction and proper functioning of the digestive system. Vitamin C is the anti-scorbutic vitamin.

This compilation shows that many of the raw materials of the candy industry, notably fruits, nuts and milk, contain substantial proportions of one or more of the vitamins A, B and C. On the other hand, sugar and corn syrup contain none of these vitamins. Candies which contain substantial proportions of nuts or fruit may be regarded as being reasonably well supplied with vitamins, provided the nuts or fruits are introduced in the candy with a minimum degree of heating. In the case of candies in which there is used a raw material such as milk that contains the necessary pro-vitamin it is possible to produce vitamin D by irradiating this raw material with ultra-violet light. Since, under certain conditions, vitamin D is stable at temperatures up to 300° F, and possibly higher, it should be possible, by using suitable precautions, to introduce it into candy without destroying it to any material extent.

Honey

Honey is not used extensively in the candy industry at the present time, and one of the principal reasons for its restricted use is its low caramelization point, i. e., the temperature at which it begins to undergo decomposition with appreciable discoloration and modification of flavor. The caramelization point of honey is much lower than that of a solution of the same concentration containing only the two principal sugars of honey, dextrose and levulose. An investigation in the Carbohydrate Division during the past year has shown that the caramelization point varies considerably with the type of honey. Therefore it is important that the candy manufacturer using this raw material should select honey of a type possessing as high a caramelization point as possible.

This investigation has also disclosed the fact that the colloid constituents of honey are responsible to a great extent for its low caramelization point. A simple method has been devised whereby these colloids can be removed by mutual flocculation through use of a colloid of opposite type. When a large proportion of the colloidal material was removed in this way it was found that the caramelization point had been greatly increased and the honey rendered much more suitable for use in candy. So far as known, this colloidal material has no useful function in honey and its removal is beneficial for practically all purposes for which the honey may be used.

Milk for Use in Candy

Continued progress is being made in the technic of production of condensed milk and processes of spraydrying, as well as other methods for producing milk powder. As a result, milk preserved in these ways approaches increasingly closer in flavor and color to the original product. Important further developments may be expected in the comparatively near future.

A new milk product which has recently appeared on the market in Europe is intended for use in chocolate and caramels. This product, which is an evaporated milk of low moisture content, contains about 15 per cent fat, 11 per cent moisture and about 40 per cent sugar; it is compressed into a solid block and covered with a thin layer of cocoa butter which protects it from contact with air and which is claimed to prevent changes due to oxidation with resultant deterioration of flavor. It is claimed that this product possesses more of the original flavor of fresh milk than the usual evaporated milks on the market.

Packaging

It can be hardly said that there have been any radical developments in containers during the present



year, but steady progress has been made and there is an increasing understanding on the part of all concerned, including both package producers and candy manufacturers, regarding the packaging requirements for candies of various types. There is practically a universal appreciation of the necessity for variable degrees of package closure, depending upon the kind of candy. Probably the greatest need at the present time is for containers which make possible an accurate adjustment of degree of closure in the case of candies of high moisture content, such as fondant candies, for which "breathing space" is required.

However, before a scientific package of this kind can be devised it is necessary first to have an accurate determination of the proportion of moisture which may be liberated from or absorbed by such candies under various conditions of temperature and atmospheric humidity. (This subject is discussed further under the next topic "Moisture".) Progress has been made in producing transparent wrappings with diminished permeability to moisture. For instance, a special moisture-proof transparent cellulose wrapping has been devised which increases the efficiency of this type of wrapper

for certain purposes.

Seamless cellulose tubing (such as is used for sausages) has been used to some extent as a novel container for candy. Some extensive work with reference to the packaging of baked products in order to protect them from absorption of moisture from the atmosphere has been applied profitably to containers for use in the candy industry. Fiber board containers having an inner layer of glassine paper and a buried layer of refined, odorless asphalt have proved to be of value for bulk candy. In the folding box industry a hermetically sealed folding box has been developed in which it is possible to replace air with an inert gas. Such packages may possibly be useful in retarding rancidity in candies containing considerable proportions

Some specific developments which as yet do not directly affect candy manufacturers but which may concivably be of future application in the industry include the production of aluminum containers which are now being used to some extent in packing sardines. The principal advantage of aluminum as a container

is its ligntness and resistance to corrosion.

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A development in Germany is the packing of certain foodstuffs such as marmalade, butter, anchovy paste, cheese products and sandwich fillers in collapsible tubes. It is conceivable that such containers might have some application to the candy industry in marketing center materials of soft consistency. If the writer may hazard a guess, it might be possible to introduce suitably colored and flavored icings and fondants in home culinary use in such containers, which would be handy not only for packing, but also for dispensing and using the products as needed.

Zinc foil, a recent entrant in the field of metal foils, has been subjected to investigation regarding possible danger of contamination of candy, and as the result of experiments which have been reported in the chemical literature, it has been found that the amount of zinc which could be taken into the body with such foods as chocolate and candy for which zinc foil has been used as a wrapping would be quite negligible from a health point of view.

Moisture

The problem of packaging candy has been reduced to a material extent by improvements in the coatings of candies. In other words, the solution of the problem of protecting the interior of the candy is more or less interchangeable between coating and package. The package is, so to speak, an outer "coating" and constitutes a second line of defense for the directly applied coating. situation is well illustrated in the advance which has been made in the use of what is essentially a solid fat emulsion in coatings for bonbons, using a fat of suitable melting point. This imparts a stability to bonbons, which they have not heretofore enjoyed, and make it possible to use this attractive candy more freely in assortments.

Proper packaging is very closely bound up with the question of proper moisture content and stability of the moisture content of candy and the variation of these factors in candies of different types. No recent notable progress has been made in the field of stabilization and control of moisture content in candy itself, aside from such advances as the use of solid fat emulsions for bonbon coatings. Progress probably

awaits basic research with regard to the conditions of temperature and humidity under which the moisture content of candies of various kinds is relatively stable and the determination of the rate of loss or absorption of moisture under varying conditions of temperature and atmospheric humidity.

Until such fundamental information is available and working principles are established, endeavors to solve the problem of moisture stabilization, either through observance of suitable precautions in producing the candy or in packaging it, will be severely handicapped. It is perhaps no exaggeration to say that this is the most important single technical problem confronting the industry, as it concerns both production and selling and vitally affects shelf life, attractiveness, palatability and the amount of returned goods resulting from deterioration.

A better understanding has been developed regarding the advantages of thorough emulsification of the moisture present in certain kinds of candy, for instance caramels, in which suitable ingredients, such as fats, and emulsion stabilizers, such as milk constituents, are used. More thorough emulsification than is usually obtained in the ordinary methods of production results not only in improved consistency, smoothness and palatability, but also in increased stabilization of the moisture content. The effect of thorough emulsification has been investigated extensively in the baking, dairy and ice cream industries. Homogenization in relation to milk and milk preparations, for instance, has received considerable study.

Machines of various types have been developed in these industries for the purpose of accomplishing the objects mentioned. There is undoubtedly abundant opportunity for profiting by this information and applying some of these devices in the candy industry, and such application should assist materially in promoting moisture stabilization. The function played by colloids in connection with this stabilization should also receive attention. Sum-



ming up the situation, the writer believes that the entire question of stabilization of moisture content in candies of practically all types is a most fertile field for study and may be said to be practically untouched from a scientific standpoint.

Insect Infestation

The problem of insect infestation, which has been a handicap in the past to producers of nut candies, is undergoing rapid solution, and with continued usage the technic of heat sterilization and application of fumigants is becoming well developed. While the ideal fumigant, considered from all standpoints, has not yet arrived, the progress made has been quite encouraging.

By no means the least of the factors of progress is the increasing knowledge regarding sources of infestation and the clearing up of some of the mystery of so-called re-infestation, after leaving the factory, of goods which have been produced and handled under suitable precautions. So-called "re-infestation" of nut candies in which the nuts have been subjected to heat sterilization has been shown to be due in some cases to laying of eggs on empty carton and box stock, or to infestation occurring in retail stores through deposition of eggs around the edge of the box cover and subsequent entrance of the larvae into the box.

Insect infestation has been fully as widespread in the packaged baked goods industry as in the candy industry, and probably more so; the subject has perhaps received more thorough investigation by biscuit and cracker bakers than by any other group of food products manufacturers. As a result "bad goods returns" have become almost a negligible quantity with many producers. The candy industry may well profit from the results of insect infestation research on the part of the biscuit and cracker industry.

Technical Publications

The subject of technical writing, including publications and articles of a technical nature appearing in scientific and trade journals, deserves a section of its own. An abundance of technical literature is a healthy indication in any industry, as it disseminates a better understanding of the properties and characteristics of raw materials and fin-

(Continued on page 50)

An Innovation in the Manufacture of Candied Fruit

By EDWARD JACOBSEN

Berlin, Germany





This method of candying fruits requires three weeks for completion of the process.

HE daily progress of technical achievements no longer surprises anyone today. But when it reaches out and invades a field such as candied fruit and candy, producing results that astound even the most expert in the trade, then we must indeed be prepared for a surprise. A less informed craftsman may regard it little short of marvelous, when he encounters an innovation that enables him to accomplish three weeks' work in three days and yet do so without any ill effect upon the quality of the fruit.

Candied fruits consist of fruits or their parts preserved in a syrup of a very thick consistency. The term includes particularly the sorts of fruit that are not well adapted to such processes of conservation as sterilization or air elimination. In the process of candying the fruits are preserved through the influence of sugar, and partly, also glucose, by means of an exchange of materials, whereby the cells of the fruit structure are drained of their fruit juice and receive a deposit of sugar in its place.

It is, therefore, practically impossible after a certain stage of this sugar concentration has been reached, for any fungi or germs to influence or change the fruit and its stability. In most cases the fruit is charged to the limit of its sugar absorbing capacity. As candied fruit is an important and delightful article of nourishment it is employed in great quantities in the candy and baking industries.

The Usual Method

This former way of producing candied fruit was a comparatively simple one. The fruit was first treated in a manner similar

This method, developed in Germany, requires three days.

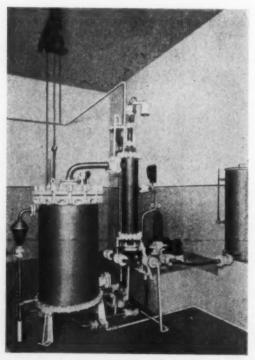


Photo Courtesy J. M. Lehmann Co.

to the stewing of fruit; in addition, the fruit, especially that of light color, was sulfured. A most important consideration was to make certain that the fruit was well saturated with water. In order to increase the absorption of sugar by the fruit, it had to be softened to a great extent. A high degree of sugar absorption was absolutely essential in order to avoid shrinking of the fruit in the further course of the process. After this softening, the process had really only commenced.

The fruit was first treated with a weak sugar solution of 18° Baumé which was prepared during the softening process, so that the prepared fruit could be immediately introduced therein. Depending on the type of fruit, the time it was left in the sugar solution varied from 12 to 24 hours, during which period the strength of the solution was being gradually increased to 38° Bé., so that the fruit was subjected to boiling once or several times as required. In the production of heavier candied fruits, glucose was employed in addition to the sugar thereby considerably improving the product and, above all, preventing the crystallization of sugar on the surface of the fruit. This entire process usually required 8 to 20 days, depending on the variety and types of fruit. During the process, the fruit was accumulated in large enameled pans, or in tin or copper vessels.

The fruit itself was covered with parchment paper. During the entire period of the treatment, the strength of the sugar solution had to be continuously controlled by means of the Baumé spindle. It may be mentioned also, that several varieties of fruit permitted, or possibly required, a temporary fermentation that stimulated the opening of the pores and thus increased the capacity of the fruit to absorb sugar. Simultaneously, this fermentation increased the transparency of the fruit, an effect that was especially valuable with lighter candied fruits and increased their sales value.

A Lengthy Process

After completion of the process, the now candied fruit was placed in buckets, wooden tanks, pitchers or glass containers so that the sugar solution remained on top of the fruit. These vessels were then covered with parchment paper or lids and put

away in a dark, cool place. The best results were achieved by using ½ gallon glass containers that could be closed airtight, and also by use of patented tin buckets of much greater capacity with airtight and dustproof covers. In addition to its great expense, the above method took an excessive length of time, since it often required four weeks or more.

The New Process

The principle of production in the new process is as follows: It is based on the capacity of carbonic acid to open up the tissues of fruit. If carbonic acid gas under pressure is brought in contact with the fruit, as is the case in this process, the juice is partly forced out of the cells of the fruit, thus providing an extremely favorable basis for impregnation with the sugar solution.

The apparatus used for this process consists in its main part of a double walled fruit-charging container. The double wall of this container makes it possible to produce a higher or lower temperature inside the container by means of warm water or steam, or refrigerated air. This charger is supplemented by a small brass pressure pump coupled to a motor and conveying heat direct to the interior of the charger. A tube through which sugar solution can be introduced or removed and a carbon dioxide cylinder with pressure control valve complete the apparatus. The interior of the charger contains a series of interchangeable racks that are adapted to different kinds and shapes of fruit, and on which the fruit is placed. The racks are inserted or removed by means of a swinging crane or a pulley. The boiler and the pipe connections are of copper. The amount of fruit that can be treated at one time varies considerably, depending on the varied nature of the different fruits. During a practical demonstration, two hundred pounds of pineapple slices gave such excellent results after a 60-hour treatment. that the remaining part of the candization could be undertaken immediately afterward without causing the slightest loss in volume, time and quality,—a thing that could not have been done under the old method, because of the great number of manipulations required.

[&]quot;Translated from "Technik und Wirtschaftwesen im Backerie und Konditor Gewerbe,"

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Many candy manufactre to do this very thing!

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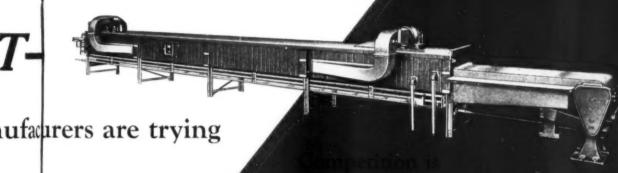
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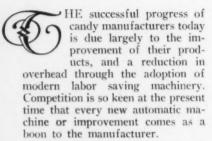
Your projection costs as regards designing of Greatly is used by the translation of Greatle Cost of trad Cooling Machine.

Our Entire Organization is at Your Service

The Year's Achievements in Machine Design

By C. J. COVERT

The Manufacturing Confectioner's Staff Collaborating



The machinery manufacturers realizing this are constantly striving to anticipate the candy manufacturers' wants and the year 1930 has brought forth many notable improvements, not only in machine design but also in the simplicity of operation.

Automatic Vacuum Control for Cooking and Cooling Fondants

A marked advance in this respect is the new automatic control recently developed and perfected for the Simplex Vacuum Cooker in cooking and cooling cream fondants. This new control claims to not only permit closer doctoring because of the uniformity of control but lessens the attendant danger of graining and insures a smoother fondant, because of the rapidity of cooling and the lower temperature attained. A remarkable feature of this control is in the fact that it makes it possible to finish a batch of fondant so cool that it can be placed in an open beater and creamed at once, resulting in the saving of labor and space, with less operating equipment, and at the same time permitting increased production.

Temperature Control Applied to Coaters and Chocolate Kettles

A recent development has also been a temperature control system (applied to the National Enrobers) which is a method of maintaining uniformity of temperature of chocolate coating in the operation of Enrobers which system was perfected after extensive research work and experimentation. In the opera-

(The Manufacturing Confectioner does not assume responsibility for recommending the machinery and equipment herein discussed over other machinery and equipment not specifically mentioned for want of space or more complete information.—Editor.)

tion of an Enrober, the chocolate in the Enrober tank is maintained at a temperature higher than the coating temperature. The tempering of chocolate coating to the proper coating temperature is accomplished in the movement of the chocolate to the flow pan. After passing over the goods, the surplus coating flows back to the tank and mixes with the warmer chocolate. This action and manipulation is continuous and thereby the temperature is maintained with absolute uniformity at the point where it covers the centers. Maintaining the higher temperature of the chocolate in the tank of the machine, keeps the life in the chocolate and insures a higher finish. This temperature control is also applied to chocolate kettles and wherever the maintaining of a given temperature is a factor.

A temperature control device of more recent development has been introduced by the J. W. Greer Company. The principal advantages claimed are its compactness, the ease with which it can be attached to the coating machine, and its high degree of efficiency.

Bausman Automatic Chocolate Decorator

Another 1930 development is the Bausman Decorator by which decorations are formed from the chocolate that is on the center as it passes through the Enrober. The decorations have the appearance of hand work and will operate

any size center in endless variety. This system increases the production of fine class goods, as the belts may be run at a higher speed. In the decorating operation many hand operators are eliminated.

Full Automatic Hand Roll Machine

Considerable improvement and many refinements have been accomplished in hand roll forming center machines. In this respect the Friend Super-Dreadnaught Plastic Center Machine is the latest. This machine is full automatic with push button control. It is designed to form deposits on paper plaques that can be hooked on to the feed belt of any standard 24-inch coater. The hopper handles batches up to 450 lbs, and the standard dies will deposit 336 centers with each stroke. Its estimated daily output is 10,000 lbs, of finished centers.

Hard Candy Vacuum Cookers

The Springfield Continuous Cooker and the Simplex Vacuum Cooker are still considered standard equipment for the cooking of high grade hard candies because of their simplicity of operation, coupled with the finer quality of the resultant product and economy of working. Both are highly developed. The popularity of the open type of vacuum cooker has been enhanced considerably of late owing to its flexibility and through its adaptability in cooking straight sugar hard candies. The Simplex Cooker has demonstrated many advantages in cooking after dinner mints, salt water taffy, butter scotch and fudge, as well as cream fondants.

New Combination Automatic Plastic and Fruit Tablet Machine

Still another product of the past twelve months is the Junior Automatic Plastic Machine especially designed for factories where available space and initial investment is a factor. While the Standard Gaebel Plastic Machine is still considered the Rolls Royce of plastic machines and is the most widely used machine of its kind, the new Junior model owing to its flexibility is sure to become an important factor in the manufacture of this class of goods. By simply changing the steel dies this machine can be adapted to the manufacture of popular solid fruit tablets on a large production. It makes round, oval or irregular shaped pieces, with or without embossing. The finished tablets are perfectly seamless, without any burr or fin, and are suitable for machine packing. Standard equipment includes a steam heated sizer and three way cooler and conveyor with wire belt.

Conche, Refiner and Mixer Combined

A combination mixer, refiner and conche was introduced earlier this year by Baker Perkins Company. This machine, known as the "Velvos", has a circular body inside of which is a fixed grinding surface, near the top, 7 inches in width and containing 240 holes. Upon a vertical shaft in the center of the machine revolves a horizontal wheel, to the perimeter of which are attached ten grinding shoes. These are pressed against the grinding surface by centrifugal force while the chocolate is forced through the holes and spread out in a thin film. It is claimed that conching time is cut down considerably and that any class of chocolate can be made with an appreciable improvement in flavor.

A New Full Automatic Ball Machine

The new and entirely automatic Frankoma ball or rolling hard candy machine is, to our knowledge, the only one of its kind which operates continuously and without waste. This machine is eminently suited for making eggs, balls, gooseberries as well as all kinds of rolled seamless solid, hollow filled candies. It is equipped with a conical countershaft and with a heated sizer, so that the feed can be conveniently regulated assuring uniform size and shape of pieces. It is equipped with a very efficient cooling and conveyor attachment constructed on a new prinple. Although this machine requires but two persons to operate it, the production is very large.

Modern High Grade Fondant System

A process diagram showing the sequence of operation in the modern fondant vacuum cooking and cooling process. The raw materials are introduced into the pre-melting kettle and after being cooked to the proper temperature are run by gravity to the vacuum cooker where the cooking is finished and the batch cooled under vacuum after which it is run into the beater by gravity, where it is creamed at once. The frappé, color, flavor, invertase, etc., are introduced while the batch is creaming. After being creamed the batch is placed in the hopper of a hand or cut roll machine and deposited on special wax paper covered trays, or belt, to feed into the Enrober, thence through the cooling tunnel to the packing tables or wrapping machines.

WATER SUGAR INVERT PRE-MELTING KETTLE CONTROL VACUUM COOLER COLOR FRAPPÉ CREAM KETTLE BEATER HAND CUT ROLL MACHINE CONVEYO I ENROBER Н COOLER CONVEYOR AUTOMATIC WRAPPING PACKING TABLES MACHINES

[49]

A New Wrinkle in Wrapping

In the packaging field, one of the most recent advances is that made by the Package Machinery Company in solving the problem of providing a method for the perfect, air-tight sealing of Cellophane-wrapped products. This is accomplished by the use of heat-sealing, plus the application of a special moisture-proof glue. Used in conjunction with the moisture-proof Cellophane it is claimed to provide a more air-tight wrapping than has ever before been possible.

Modern Air Conditioning

Adequate air conditioning is almost indispensable today in the modern candy factory and manufacturers of this equipment now furnish highly efficient machines which they readily adapt to any need. Notable new features have recently been incorporated in one air conditioning unit to give a simplified control of temperature and relative humidity without the usual air distributing ducts. It is simple in design, completely automatic and will supply air with the desired temperatures and moisture content compatible with conditions suitable for hard candy departments, chocolate dipping rooms, storage, etc.

(To be continued)

This review of confectionery equipment will be continued in the next issues of 1931 which will be the tenth anniversary year for The Manufacturing Confectioner. There have been some very outstanding changes in this industry during the past ten years; some process developments of epochal character and refinements in engineering which are significant. We will endeavor to compile a condensed history of the production of confectionery which will give our readers a graphic picture and perspective on this industry during these eventful ten years since the first issue of THE MANUFACTURING CONFECTIONER made its debut in May, 1921.

Mr. Robert J. Cleeland, formerly president of The Kibbe Brothers Co., Springfield, Mass., has sold his interest in the company to his former associate, Mr. C. C. McElwain, and is no longer connected with the company.

Dodge & Olcott Activities Not Curtailed by Fire

The fire which occurred in the plant of Dodge & Olcott Company at Bayonne, N. J., on the night of November 18th was completely destroyed but fortunately it will in no wise hamper the company in their manufacturing operations. The damage will be at once repaired and the company expects to have the building and its contents replaced within the next two months.

Miller & McKelvey

Messrs. Arthur F. Miller and David M. McKelvey have formed a partnership and become incorporated under the name of Miller & McKelvey, with offices at 60 East 42nd street, New York City. Beginning January 2, 1931, they will sell engineering and sales service, and have taken over the sales of some of the most

taken over the sales of some of the most prominent bakery, chocolate, confectionery and general food machinery.

Mr. Miller was formerly with John Werner & Sons, Inc., Rochester, N. Y. From there he went with Baker Perkins Co., Inc., New York City, where he will be until the first of the year.

Mr. McKelvey has been Consulting Engineer and Manager of the Engineering Department of the National Biscuit Company, New York City, for the past eleven years.

Corn Products Field to Retain **Employes**

New York, Nov. 28.—Announcement was made here today that the policy of the corn derivative industry will be practically continuous operation of all plants with working forces intact according to V. L. Price, president of the Associated Corn Products Manufacturers

Despite the fact that the demand for starches, syrups, corn sugar and other derivatives of corn reveal a decline of approximately 15 per cent in comparison with last year's record figure, Mr. Price states that practically all of the 10,000 workers engaged in the industry are being kept on the employment rolls, a condition which is expected to continue

throughout the winter months.

According to estimates by Mr. Price the grinding requirements of the industry this year will absorb about 75,000,000 bushels of corn.—Chicago Journal of Commerce.

American Mould Company Granted British Patent

BRITISH Patent No. 329,849 has re-cently been issued to H. Friedwald, president of the American Mould Compresident of the American Mould Company, 173 Lafayette street, New York City. The Patent covers a mould of much lighter construction than heretofore available which will be simple and cheap to manufacture and assemble. A distinct advantage of this new mold is that due to its lessened weight the autothat, due to its lessened weight, the auto-matic machines in which it is used can be speeded up appreciably.

Parties interested in foreign rights or outright purchase of this invention might communicate with Mr. Friedwald at the above address.



A Prize Winning Window Display from the Antipodes

FROM far off Wanganui, New Zealand, comes this attractive window display

which was awarded first prize in the window dressing competition run in connection with the Empire Industry Week.

The display is of Duncan's Confections, and is shown in the shop window of Mr. W. F. Roberton. Mr. Roberton has won this competition three years in succession. The pyramids appearing in the display are covered with twelve varieties of Duncan's fresh jellies and are placed on blue satin with silk rosettes varieties of Duncan's fresh jellies and are placed on blue satin with silk rosettes to harmonize at the peaks. On the shelves, which incidentally add greatly to the available window display space, are many varieties of hard candies in jars tied at the neck with silk rosettes. Also displayed are blue and yellow cans containing Duncan's Confections. Note particularly the orderly display, carefully marked price tags, a large amount of space made available through the use of the two plate glass shelves which can be adjusted to any desired height.

This photograph is printed through the courtesy of the Confectionery Department of the Southern Cross Biscuit Company, Wanganui, New Zealand.

Advances in Applied Science

(Continued from page 43)

ished goods, clarifies the underlying principles of production processes, and stimulates new inventions and constructive developments. An industry which has little or no technical literature is almost certain to be found in a stagnant condition. Sales problems are inextricably involved with production problems, and progress in either may stimulate the other.

The candy industry has reason to congratulate itself on recent progress in technical publications and the impetus which has been given to thinking of production problems along rational lines rather than resorting to purely "cut and try" methods. These technical contributions have been made not only by the personnel of the industries supplying raw materials, but also by members of the candy industry itself.

Vitamins, Minerals and **Profits**

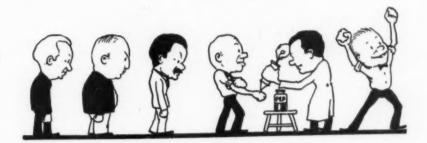
S candy a luxury or a necessity? In times like these, candy eaters who look on candy as a luxury are likely to cut down their purchases. Candies made and sold only on the "flavor basis" are certain to suffer from "depressionitis."

But what of candy as a foodand as a source of needed elements of the diet? No person can stop to analyze every meal to see that he is getting minerals and vitamins and calories essential to his health. A fudge confection selling widely offers concentrated yeast, "rich in Vitamin B", with added minerals that make it "a definite source of lime, iron and phosphorus." It retails for a nickel per 1-ounce bar-80 cents a pound. Buyers not only pay more, but get more, for their money. Innumerable candy materials contain vitamins and minerals in large amounts.

Sales at a Standstill?

Maybe Your Salesmen Need to Be Re-sold

By D. M. HUBBARD



OST candy manufacturers doing more than a local business give some outward evidence of believing in conventions or conferences of their salesmen. They think they should be held with some regularity. The theory of the sales convention, they nod in agreement, is a good one.

The only trouble with the theory is that so few who might profit from it apply it to their business in anything that even approaches a vigorous and enthusiastic manner.

"Sales conferences or conventions are all right. I guess they're a pretty good idea, but they seem to cost an awful lot." "They cause a world of bother." "They interrupt the regular routine of selling." Without straining the ears in any way one hears comment after comment of this sort—excuses not reasons. What if each of them is true? What difference does it make, so long as the time, money and effort put into a sales convention can be made to yield a profit,

Salesmen Prone to Get a Warped Viewpoint

T is a fact, established beyond any question, that most salesmen must be resold on their firm and its mer-

chandise and on themselves periodically. Otherwise they go stale. They are dissatisfied and they don't produce as they should. It isn't that they are stalling or pulling their punches. They just don't see eye to eye with the management. They lose the home-office viewpoint. New items offered them fail to get the enthusiastic action that someone back in the home thinks they should. Rules of the house are twisted and bent. Sometimes they're broken. As a result the best of salesmen needs orienting from time to time.

Take it from sales managers who have been through it all and know what they're talking about, it pays to round up the mavericks and put the company brand on them periodically. I have talked with manufacturers and their sales managers who claim they do not believe in sales conferences or conventions. Usually their reasons, when they have offered reasons, have not impressed me as convincing. But I have yet to talk with a sales manager whose firm holds conventions once or twice a year who was not able to cite definite accomplishments that almost always led him to tell me that the results justified the costs. They believe that conferences or conventions give them a firmer grip on their men and to some extent guarantee the carrying out of home-office policies. Equally important, they know that the conference or the convention frequently gives the salesman a new grip on himself, adding to his knowledge of the items he is trying to sell and re-kindling his enthusiasm.

"How often do you have all your salesmen come to headquarters for a conference or a convention? How long do your conferences generally last?" The MANUFACTURING CONFECTIONER recently asked a representative group of manufacturers.

"Most of our local men live within a short distance of our factory and come to the office every Saturday morning," replied the president of a New England house that has won a fine reputation. "The other men, more or less widely separated, come to our office twice a year, usually in groups of two or three. This is at the beginning of the selling seasoneither for the fall lines or for the spring holiday lines, such as Easter and Mother's Day. We have found that we can accomplish more by having the men in small groups than by an open meeting of all of them."









"Our representatives are brokers who usually make it a practice to visit us two or three times yearly and at that time there is, of course, an informal discussion of sales problems for the coming period," says G. B. Mustin of the Frank H. Fleer Corporation, The Cracker Jack Company brings its men in once a year for a three-day session. Lit-tlefield & Steere, Knoxville, hold two conferences a year, each lasting three days. One three-day convention late in December is held by the Sperry Candy Company of Milwaukee. Bunte Brothers do not have any particular time for sales conferences but bring their men in whenever the occasion appears to warrant it, as, for example, when a new item is to be brought out. However, each man makes two or three trips a year to the headquarters plant at Chicago to go over his accounts with the company's sales executives. The Williamson Candy Company, Chicago, finds that a system of weekly conferences for its close-in salesmen and a semi-annual get together for all of the men pays in better morale. Lovell & Covel Company, Cambridge, Mass., holds au annual convention lasting three days. The Chase Candy Company, St. Joseph, Mo., has its men come to headquarters twice a year, each conference lasting two days.

It does not take much imagination to figure out what is discussed at these conferences and conventions.

Sales policies, credits, the firm's products and their sales possibilities, how to help jobbers sell and current sales problems are some of the topics most frequently mentioned to The Manufacturing Confectioner. One manufacturer says,



"We discuss sales plans, taking up with the various salesmen the different criticisms that have been made by customers. We also allow salesmen to have a meeting where they can discuss the different problems, condense them and take them up with us in the presence of the heads of our different departments." Another manufacturer frankly says that his annual convention of salesmen is devoted to "discussing our many mistakes of the past year and our proposed program for the coming year."

Selling Needs to Stop Drifting

EFORE going any farther, listen to the views of one of the industry's executives who has perhaps made a more thorough study of sales conventions than most of his fellows. "We of the candy industry have rarely gotten down to weighing the sales convention idea properly," he says. "Probably most



sales managers concede the value of the sales convention in a somewhat general manner. Not many of them have used it as an effective tool to build up well-developed salesmen who can cope with whatever situation they are likely to encounter. Our industry has as a whole followed line-of-least-resistance distribution methods. Manufacturers still cling to the free-deal method, although the more progressive of our wholesalers no longer favor it.

"It is typical of our mental attitude, I think, that few have ever really weighed the advantages of sales conventions. We accept the idea because something tells us that it is a wise thing to have our salesmen get into close touch with headquarters periodically. If we had faced our sales problems in the past and had determined to whip them decisively instead of trying to detour around them, I think more of our sales executives would have seized on the convention as the year's one big opportunity to do some truly constructive work. Too many of us have neglected to sell our products intensively in the various territories



where we operate. Too many of us have neglected to set quotas on a basis of the true potential markets we aim at covering.

"Selling is still a long way from being on a scientific basis, although some concerns have made a big start toward making it a science. The human element will always be a variable with which we must reckon. The convention or conference offers one logical channel of approach to a higher standard of salesmanship because it is the most suitable means that I know of for selling the salesman on the house, its policies and its merchandise." It is the one occasion when plans and products can be explained with a minimum of likelihood that there will be misunderstanding and misinterpretations. It is the biggest opportunity for stimulating enthusiasm in the dejected salesman and sending him back to his territory convinced that he can't be licked."

A big organization with a sales force that runs up into the hundreds is probably justified in holding an annual convention at headquarters or some other central point and regional conferences because of the general tonic value that a big meeting usually generates. I've attended conventions of companies like the Jewel Tea Company, the U. S. Gypsum Company, Sherwin-Williams, Chevrolet and others that have been as stimulating as an intersectional football game by reason of the number present and the waves of enthusiasm that a big group of men with a common interest invariably creates. Conventions of this kind seem to build up their own momentum. They rouse ambitions. They show the lethargic salesman how to



get out of the rut. They teach him to want more. And then, if they are shrewdly managed, they chart the road he must travel in order to satisfy those wants. They build men and they build sales.

Not many manufacturing confectioners need to consider this type of convention which on the face of it must be quite different from the convention or conference to be attended

by 30 or 40 men.

No Conference Without a Real Reason

"MY idea," says one manufac-turer, "is that while the big company with two or three hundred salesmen may feel the need of an annual convention, a smaller company should wait unitl it has some very definite reason before it decides to stage a convention. In the big organization problems that need straightening out are sure to bob up all the time. With us many of the problems that appear can be handled from our plant offices in a fairly sat-

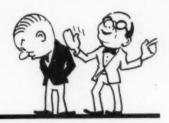


isfactory way by mail. Because our sales force is small I can keep in close personal touch with the men. At all events I believe that we are just as well off if we do not have a convention of all our salesmen any oftener than we have some problem that concerns every one of them

vitally."

Of course he is right in that view. The starting point of every profitable convention is a definite need for getting some major point or series of points into the minds of all the salesmen. Unless a convention has a specific keynote it is apt to be little more than a good-time trip to the home office and factory. Someone has worked up a list of keynotes that conventions have been used to put over, a list of tasks that conventions can perform. In part it is as follows:

1. Sell the salesman on the house, i.e., increase his loyalty by demonstrating the effects of carrying out house policies on his earnings.



2. Introduce a new line or a new product effectively and quickly.
3. Explain improvements

in the merchandise, in the

package, etc.
4. Sell the sales force on the company's advertising during the coming year.

5. Present advertising, selling and merchandising

6. Show salesmen how to co-operate with jobbers and dealers.

7. Teach salesmen how to sell the full line instead of pushing favorite items.

8. Study competing products and the sales methods.

of competitors.

9. Study the technique of the interview; the best sales approach, standardized sales talks, the right way to take an order, the right way to get store and window display, different types of buy-

10. How to cover territories in order to get all the business available there.

11. The kind of credit information needed and how to get it.

12. How to make collections without antagonizing either jobber or dealer.

Either a need exists or does not exist for digging into questions of this kind. If it does exist, then both the need for some sort of sales conference and a keynote are apparent. The next question may well be, "How much can we afford to spend on a convention?"



Without Planning No Convention Will Pay

RIGHT at this point any manufacturer will begin to realize what an amount of planning necessarily lies back of any profitable convention. Good conventions do not just happen. They are not the result of chance or good luck. Not very often. They take place: (1) because of a well-understood need and (2) because someone has the foresight to work out a plan that anticipates everything that is likely to happen. It is manifestly impossible to go into detail in this article concerning the various points that must be considered, but it can be mentioned here at least that a satisfactory convention of the sales force depends very largely on how well the management of the company

Selected a convention key-

Analyzed the cost of the convention.



Prepared a program. Chosen speakers and sub-

Issued advance instructions to all who will attend.

Arranged for their accommodations and planned some sort of entertainment for their free time.

Planned publicity for the convention that will reach interested quarters.

Arranged to have all the required materials and accessories on hand.

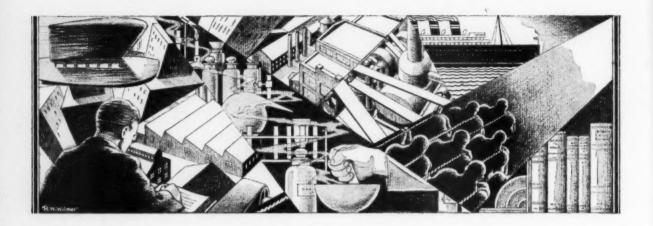
Created opportunities for the individual salesmen to talk with their superiors.

Sketched out some method of following-up the convention after the men have left.

Appointed a convention chairman who can keep the meetings and their discussions in the channels where they belong.

There are at least a dozen other important items for the management

(Continued on page 57)



Monthly Digest of

CURRENT TECHNICAL LITERATURE

Importance of Colloids in Foods; Part 5,—Froths and Foams



By W. Clayton, Chief Chemist, Crosse and Blackwell, Ltd. Food Manufacture, vol. 5, p. 160.

HE two chief factors responsible for producing froths and foams in liquids are a certain degree of viscosity of the liquid used and a low surface tension between the liquid and the air with which it is in contact at its surface. The former tends to prevent bursting of the liquid films around the bubbles of the foam, while a low surface tension is required, since surface tension is the chief active force that causes bursting of the bubbles and collapse of the foam. High viscosity of a liquid does not alone cause foaming; a low surface tension must accompany it. A 50 per cent solution of glycerine and 6 per cent solution of gum acacia in water, each very viscous, but with relatively high surface tensions, do not yield persistent froths, whereas beer and milk, not so viscous but having low

values for surface tension, froth very readily.

The more persistent froths result when aqueous solutions of such substances as saponin, soaps, proteins, etc., are agitated, and in each instance it can be shown that the dissolved substance causes a pronounced decrease in the surface tension of the water. Agitation of various protein solutions causes a separation of some of the protein in the form of fibrous or membrane-like solids and in some cases-for instance, egg albumin - agitation serves to heap up the solids to visible masses. Egg albumin, dissolved in water and agitated, can be coagulated and rendered permanently insoluble, even from the most dilute solutions. Such solid matter in the form of envelopes around the air bubbles greatly increases froth stability. (Froths are both an advantage and a disadvantage in candy production. The objectionable frothing sometimes observed with sugar of inferior quality is due to reduction in surface tension caused by small amounts of colloidal impurities. On the other hand, marshmallows may be regarded, from standpoint of physical structure, an extremely thick and stable foam stabilized by the egg albumin or gelatin used.—Editor.)

The Food Faddists and Sugar



Anon. Through the Leaves, vol. 18, p. 420 (published by The Great Western Sugar Co.)

LL authorities agree that the five basic, essential food elements in the human diet (in addition to water) are proteins, carbohydrates, fats, vitamins and minerals. Practically every food contains several of these five vital elements. Prof. E. V. McCollum, of Johns Hopkins University, a pioneer in vitamin research and an authority on nutrition, points out that no food is to be condemned because it may lack some of these essentials. Pure sugar, for example, is a carbohydrate and, while it does not contain proteins or vitamins, it is mankind's principal source of carbohydrates—an essential to the diet and may be added to other of the five elements to make them more

McCollum holds further: "Liberal consumption of all of the essential constituents of a normal diet, prompt digestion and absorption and

prompt evacuation of the undigested residue from the intestine are the optimum conditions for the maintenance of vigor." He emphasizes that "the diet is a relatively complex thing, and that none of the essential constituents can be ignored in its planning." It is only by the wise combination of two or more foods that a properly balanced ration can be secured. "Proteins of high quality, an inorganic or mineral supply which is appropriate for growth and maintenance, and the provision of the necessary vitamins, as well as providing sufficient energy in the form of carbohydrates and fats in digestible form.'

Faddists who overstress vitamins and minerals, who would apply too generally specialized diets of vegetables or fruits or nuts prescribable only for abnormal conditions make a very serious error.

Almond Paste



By Giovanni Scarrone. Revue de la Chocolaterie, Confiserie, Biscuiterie, Confiturerie, No. 34, p. 47.

THE author discusses at some length the various points to be observed in producing almond paste. The quality depends primarily on the proportion of almonds to sugar. In general the best proportion is equal weights of these ingredients. A paste made in this way is somewhat soft, especially when it has been milled too long. A firmer paste can be obtained by adding cocoa or chocolate and in this case the proportion of sugar may be increased.

The ordinary paste is improved in flavor by adding a certain proportion of butter or other fat. Pastes made in this way have a peculiar velvety smoothness somewhat similar to that of fondant chocolate. The author gives a formula consisting of 12 pounds almonds, 12 pounds sugar, 2.4 pounds cocoa butter, 3 vanilla pods. Another formula consists of 36 pounds almonds, 31.2 pounds sugar, 6 pounds cocoa butter, 5 Bourbon vanilla pods. For purpose of reducing cost it is possible to substitute hydrogenated cocoanut oil for cocoa butter. Equipment of various types for cutting, molding and enrobing almond paste is described.

Agar: A Colloid of Importance Takes Its Place as a Food Adjunct



By H. D. Mackinnon, American Agar Co., San Diego, Calif. Food Industries, vol. 2, p. 123.

GAR (also known as vegetable A gelatin and Jap gelatin) is obtained from certain red seaweeds, belonging to the class of algae known as Rhodophyceae. As practiced in Japanese agar manufacture, the red algae are spread on the beach to dry and are then taken to factories back in the mountains where the nights are cold and the winters long. Here it is cleaned by beating and washing in cold water and is then bleached by drying in the sun. The bleached weed is boiled for 5 or 6 hours in open kettles with 50 times its weight of acidulated water. The solution is strained into wooden trays and allowed to jell. The jelly is cut into strips and placed out of doors on a cold night to freeze. By freezing, the agar is dewatered and, being insoluble in cold water, remains behind when the ice melts. The agar is then dried in the sun, tied into bundles, and marketed.

At the plant of the American Agar Co. at San Diego, Calif., this procedure has been modernized. Instead of boiling in open kettles a "counter-flow" extraction system in 3 steps insures maximum separation of agar. The liquor obtained, after being filtered and decolorized with carbon, is congealed to small, short rods of jelly in an ingenious device. This jelly is then frozen just as ordinary artificial ice would be, and the ice crystals separate from the agar particles during the process. The agar flakes are dried in a unique dehydrating apparatus developed especially for the purpose.

American agar is superior to Japanese agar in that it is almost white when dry and nearly colorless in solution, whereas the latter is slightly gray when dry and has a yellow tinge in solution. American agar is tasteless and odorless; Japanese agar has a saline taste and a seaweed odor. Examination of the shreds of Japanese agar shows numerous specks of foreign matter which do not occur in American agar. Tests showed that American

agar had 25 per cent better moisture absorbing and holding power than Japanese agar. One Western candy mamufacturer uses 20 parts of American agar in jelly candies in place of 32 parts of Japanese agar formerly used.

Agar has no food value in itself and highly concentrated diets may be modified by the addition of this bulky vegetable gelatin, which acts mechanically in a manner analogous to cellulose of vegetable foods and consequently can be considered an excellent roughage. (Some candy manufacturers may be surprised to learn that agar is (harmlessly) indigestible and has no food value. On the other hand, agar is quite valuable because of its tendency to prevent constipation by stimulating peristalsis. It has been so used in pharmacy and this property can be capitalized to great advantage in presenting the good points of agar candies.—Editor.)

A Tester for Measuring the Consistency of Jellies



Anon. Food Manufacture, vol. 5, p. 164.

THE author describes, with illustrations, a jelly tester designed by the British Association of Research for the Cocoa, Chocolate, Sugar Confectionery and Jam Trades. The principle of the jelly tester is that the "strength" of the jelly is measured by finding the force necessary to turn a vane in the center of the jelly through an angle of 30°.

The vane is turned by means of a thread passing round a grooved ebony pulley and over two supporting pulleys. To the opposite ends of the thread are attached an aluminum vessel and a counterpoise, and the aluminum vessel should just sink when a 2 gram weight is placed in it. For testing purposes the jelly tester is fixed in a convenient position on a bench, with a tube leading into the aluminum vessel and in connection with two water taps and a constant water level device. One of the taps is turned through such an angle that when the other tap is fully opened, water flows at a given rate per minute into the aluminum vessel. When testing a jelly the amount of water necessary to turn the vane through an angle of 30° in the jelly is measured. Specific directions are given for testing jellies of different types. (Jelly testers have been found to be useful to table jelly manufacturers in standardizing their products and would in all probability be found of value in the production of candy jellies. Such testers eliminate the personal factor and furnish a more reliable and permanent index of consistency.— Editor.)

Practical Hints to Color Users



By "Works Chemist". Food Manufacture, vol. 5, p. 113.

In some cases, users buy their colors already in solution, or as pastes or mixed with flavoring essences, etc., but when the colors are purchased in powder or crystal form the following hints may not come amiss. The powder or crystals should be placed in a clean container and hot water (not necessarily boiling) added, at the same time keeping the liquor well stirred to ensure complete solution. It should be borne in mind that water has a definite saturation point, and if this is exceeded a deposit is bound to oc-When a highly concentrated solution is prepared for use as such it is best to filter the solution (after cooling) to remove undissolved particles which might cause spots in the finished product.

If solutions are made up and kept for any length of time, decomposition is likely to result unless a preservative is used (and preservatives are, of course, restricted in food products). This decomposition is not due to defects in the color but to the water itself. In order to prevent variations in the final result a definite strength of solution should be made on each occasion. In connection with special shades, it has been suggested by some writers that users should buy certain standard colors and mix these together to produce their own shades. This is satisfactory in the case of some of the larger concerns which have a technical staff watching closely all the processes, but in many cases the standard before being used. As the

user's color knowledge is so slight that colors which should never be mixed together under any circumstances are blended and much trouble is caused through precipitation of one color by another.

Each delivery of color received should be carefully tested against a standard becomes depleted, it can be replenished from an approved delivery, but the keeping of made-up solutions as standards is not recommended, as these are liable to fade upon standing.

African Dates—The Present Status of an Ancient Food



By O. C. Zilisch. Food Industries, vol. 2, p. 100.

THE author describes the growing, preparation for market and marketing of African dates. Artificial ripening is resorted to in order that the fruit may be of a consistent standard of quality. This process frequently consists in placing a bunch of dates in a bag while the cluster is still attached to the palm. All of the systems used for artificial ripening depend on the principle of applying heat and moisture.

There are about 150 varieties of date palms in existence. The 3 important kinds grown in southern Algeria are the Ghars, Degla-beida and Deglet-Noor. Ghars dates are large and of a pale reddish brown color. They are literally gorged with fluid honey that runs from the fruit in a syrup when it is broken during the mature stage. When pressed into loaves, the Ghars date has a reputation for good keeping qualities. Degla-beida, or "white finger" date, is a dry fruit. These dates are large in size, finely and regularly formed, with a glossy, smooth skin. They have a nut-like flavor and do not have the keeping quality of the Ghars. The Deglet-Noor date, known as the "finger of light," because of its transparency, amber color, fine texture and form, is the variety that enters most into export trade.

Packing dates for export is controlled by the type of dates to be handled. The Ghars variety, upon being relieved of the fluid honey with which they are filled, are pressed and placed in sacks, this packing being known as a "loaf" of dates. The Deglet-Noor dates, because of their dry character, are packed in cases and are usually subjected to a drying process to insure preservation.

The food value of dates is considerable, the pulp of the finer varieties having the following average composition: water 25 per cent, nitrogenous matter 1.70 per cent, fats 0.29 per cent, sugars 49.10 per cent, extractive matter 18.46 per cent, ash (mineral salts) 1.90 per cent, cellulose 3.55 per cent. Dates of the Bassorah type contain about 60 per cent sugar and only about 16.4 per cent moisture in the pulp.

Vanilla: Classification and Grading



By Dr. H. Drake-Law. Food Manufacture, vol. 5, p. 101.

ANILLA beans are cultivated in a very small number of districts and only five principal types are marketed. There is a notable similarity of aroma in the different qualities of beans of a given type. The value and quality depend largely on the curing and the care taken during cultivation. The Mexican bean receives the greatest attention during the growing period. It is carefully disbudded and only the strongest fruit is allowed to mature. The individual beans of the restricted crop grow to great size and attain the finest aroma in the fully matured product. Guadeloupes, on the other hand, are taken from wild vines or from those little cultivated, and the bean is always misshapen in appearance and coarse in flavor.

Vanilla pods are graded in the same way as other market fruits. The product which has matured naturally on the vine represents the first quality, and the largest fruit has generally the highest market value. Immature and diseased beans, windfalls, and culls constitute the inferior types. Most cultivated beans are tied up in bundles of uniform length and quality to meet the requirements of the market. Guadeloupes and low grades are sold loose.

Two extreme types of Bourbons appear on the markets and these may be described as soft and hard

cured. The former is plump and oily in appearance, attractive to the eye and delicate in aroma. The latter is harder in constitution, drier and more shrivelled in appearance, and the aroma is more pungent. The soft cured bean seldom becomes heavily frosted with a vanillin effloresence, whereas the hard cured bean soon becomes coated with a fine deposit of vanillin crystals. The flavor of the soft cured bean is weakened due to the presence of excessive quantities of moisture.

Cellulose Cans Arouse Interest

Anon. Food Industries, vol. 2, p. 122.

A LTHOUGH no immediate revolution in cans is promised by substitutes that have been developed for replacing the ordinary tin, there is much interesting evidence of progress. The belief that it was only a question of time until chemists would produce an organic material to compete with tin plate in food containers has materialized in the introduction of a transparent cellulose product known as Macolite.

Macolite may be used as a transparent substitute for tin plate in the sides of round cans and top of flat tins and as a coating for the inside of tins to prevent corrosion. It may also be used as a coating for paper, making it absolutely moisture-proof. Macolite is unbreakable and can be processed under a temperature of 230° F. At present it is somewhat more expensive than tin plate.

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Chicago Production Club Holds Annual Meeting January 5

Plans of the Candy Production Club of Chicago for their annual meeting, election and activities during 1931 were discussed at the December meeting of the club at its quarters in Evanston, Ill., on the evening of December 1. Founded a year ago, the club has had a steady growth in size and influence. Its business meetings have been conducted with commendable dispatch, and the social hours following the business sessions have accomplished much in the promotion of good fellowship and mutual understanding among production men and those in allied fields. The annual dinner and election will be held at the Midland Club, Chicago, on January 5.

Crystallization of Honey

The floral source and quality of extracted honey can be judged to a considerable degree by the character of its crystallization, as well as by its color and flavor, according to the United States Department of Agriculture. Some honeys crystallize solidly, with a smooth and fine grain, while others develop larger crystals; or a part may crystallize and settle to the bottom of the container while an upper layer remains liquid.

Honeys are not spoiled by crystallization; indeed, many prefer to use honey in this form, both because its flavor seems more delicate and because it is easier to handle than liquid honey. If the consumer prefers liquid honey, it is easy to liquefy the crystallized honey in a double boiler, thus returning it to its original condition.

For consumers who demand liquid honey, tupelo and sage, the only commercial honeys that do not crystallize, are often mixed with quickly crystallizing honeys to delay crystallization. Honey sold in glass containers is usually liquid, whereas honey sold in tin cans is usually in crystallized form.

-From Dept. of Commerce Report

Government Seeks Data for 1930 Confectionery Survey

Questionnaires asking for data for the 1930 Confectionery Survey will be mailed out on January 2 by the Foodstuffs Division of the Bureau of Foreign & Domestic Commerce. Edmund A. Flagg tells the MANU-FACTURING CONFECTIONER. This Survey's value to individual manufacturers in the industry is so obvious that none should need to be urged to fill it out promptly and completely. "The questionnaire has again been condensed and further simplified," says Mr. Flagg. "No manufacturer who keeps records should have any difficulty in filling it out. If difficulty is encountered in answering any of the few simple questions, manufacturers are requested to get in touch with the nearest member of the survey committee or to communicate direct with the writer at the Bureau of Foreign & Domestic Commerce, Department of Commerce, Washington, D. C."

Sales at a Standstill?

(Continued from page 53) to keep in mind. Some of them, the MANUFACTURING CONFECTIONER plans to discuss in subsequent issues. Analyses such as those being conducted by the Department of Commerce in the field of candy distribution and the promotional work initiated by the National Confectioners' Association are focusing more and more attention on the manufacturer's selling job. The industry is commonly said to be over-producing, but the suspicion is strong in some quarters that what is actually happening is that the public is under-consuming, due to salesmanship that is not resultful as it might be. With conditions such as these in mind, there could be no more timely moment that the present for an inquiry into the prospects for betterment that sales conventions hold.

Candies that Are Good for Colds!

M ODERN candy makers can make good on there claims for candies that cure colds—by the much better way of preventing them. Dr. Sherman W. Davis, dentist of Indianapolis, recently told a convention of dentists that the common cold and many other medical and dental troubles would be largely eliminated by proper nutrition, especially during the growing period. Foods with calcium and phosphorus are vitally needed, advising a quart of milk daily, also eight to sixteen ounces of orange or tomato juice, and cod liver oil.

Vitamins A, B, C and D are all found in candy materials. It is technically possible to produce candies with a high percentage of any desired vitamin or mineral, using nuts, milk and cream, eggs, and so on. High-protein confections are also possible. Here is an unlimited and unexplored field for candy makers to establish candy as the one deliciously-flavored source, never failing and obtainable easily, of needed elements that in common foods are elusive and sometimes lacking. But if vitamins and minerals are put into candies, the public must be told.

New Booklets

WHAT IS A JOBBER?—A fourpage folder describing the qualifications of a legitimate jobber as recognized by the Candy Institute of Philadelphia, 308 Commonwealth Bldg., Philadelphia, Pa. Free on request.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month he selects the outstanding item in each group examined during the past eleven months; next month he will consider Holiday Assortments. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

1930 Clinic Selections

Code 1C 30

Christmas Assorted Chocolates—5 Pounds, \$1.39

(Purchased in a retail candy store in New York City.)

Appearance of Package: Seasonable and a nice looking box for this priced goods. Tied with red ribbonzine both ways. Light brown paper used for outside wrapper.

Box: Christmas motif printed in blue, green and red.

Appearance of Package on Opening: ery good. All pieces were in place and well packed. Three trays were used in the top layer, and two in the bottom. Top layer contained nine foiled pieces and six pieces with split almond tops.

Chocolate Coating: Sweet.

Color: Good. Gloss: Good. Taste: Fair. Strokes: Fair.

Roman Punch Cream: Fondant, soft but tough. Flavor, fair.

Vanilla Cream: Flavor, good. Fondant, dry, tough and gritty.

Chocolate Nougat: Good. Raspberry Jap Jelly: Good.

Orange Cream: Flavor, fair. Fondant,

soft but tough.

Raspberry Cream: Flavor could hardly be tasted. Fondant was tough.
Vanilla Nougat: Good.
Lemon Cream: Flavor, fair. Fondant,

dry and tough. ink Cocoanut Carmel: No flavor could be tasted. Cocoanut was too

This month's Clinic is devoted to a selection of the outstanding packages, bars and assortments which have been analyzed during the past year by this department. From each class of confection examined we have endeavored to choose what, in our opinion, represented the best merchandise offered, taking into consideration the value for the money, quality, workmanship, and appearance. These have been chosen with absolute impartiality and a sincere effort has been made to consider every factor which might logically be considered a determining one. The Clinics have been reproduced just as they have appeared in the original issues .- Editor.]

Butterscotch: Good. Caramel: Texture, good. Flavor, fair. Fudge Marshmallow: Good. Vanilla Cocoanut: Good. Almond Top Belmont: Good.

Assortment: Good for the money Remarks: Considering the price, \$1.39 for five pounds, this is not a poor

This particular Christmas assortment was chosen because it was quite apparent that it had been well planned originally, good judgment having been exercised in its general get up. Packing was well done and the layout was so arranged that the box and contents came to the consumer in perfect condition. The candies were of course, not up to the standard of so-called "high grade chocolates," but such quality could hardly be expected in a box retailing at 28c per lb. Considering the quality of the goods and their price this box was far superior to any of those examined.

Code 2K 30

Milk Chocolate Almond Bar-1 Oz., 5c

(Purchased at the Boston Store, Chicago, Ill.)

Appearance of Package: Good. Wrapper: Dark brown, name printed Silver foil used for inside in gold. wrapper.

Color: Good. Gloss: Good. Texture: Good.

Good. Taste: Almonds: 6 small almonds, well roasted.

Moulding: Good.

Remarks: A little better value might be given for the money.

This bar was a trifle less in weight than a number of the others but we



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are willing to concede a shade in weight where there is real quality. A purchaser of this bar of chocolate would undoubtedly return for more. With so many bars of inferior quality on the market, it is a pleasure to find one as high in quality as this

Code 2O 30

Chocolate Fruit and Nut Bar-5 Ozs., 10c

(Purchased in a chain drug store, Boston, Mass.)

Appearance of Package: Good.
Wrapper: Brown, name printed in gold. Silver foil used for inside

wrapper. Color: Good. Gloss: Good. Gloss: Good.
Texture: Good.
Taste: Fair.
Fruit: Small raisins.
Nuts: Peanuts, well roasted.
Moulding: Good.
Remarks: What more can one expect

for 10c?

This bar possessed every quality that a good eating confection of this sort should have. It is no doubt enjoying a good sale. It deserves it. Here again quality stood out.

Code 3D 30

Assorted Chocolates-1 Lb., \$1.00

(Purchased in a chain drug store,

Boston, Mass.)

Appearance of Package: Exceptionally pleasing; has a "rich," dignified appearance. White cellophane used for outside wrapper; two gold seals on

Box: White moire paper. Extension type with 34-in. ribbonize used on one end of box. Printed in gold and red.

Appearance of Box on Opening: Good.

All pieces in place. Chocolate cups

used. Gold top center partition used. Liner of embossed glassine.

Chocolate Coatings: Milk and dark.

Milk Chocolate Coating:

Color: Good. Gloss: Good.

Taste: A little too sweet. Strokes: Neatly done. Dipping: Good.

Dark Chocolate Coating:

Dark Chocolate Coating:
Color: Good.
Gloss: Very good.
Taste: Good.
Strokes: Good.
Dipping: Good.
Milk Chocolate Centers:
Coffee Cream: Good

Coffee Cream: Good.
Maple Pecan Marshmallow: Good. Molasses Plantation: Good.

Molasses Sponge: Good. Vanilla Creams: Good. Vanilla Caramel: Good. Belmont Chocolate Fudge: Good.

Raspberry Cream: Good.
Marshmallow Jelly: Good.
Almond and Pistachio Nougat:

Good. Vanilla Pecan Cream: Good. Vanilla Marshmallow: Good.

Almonds: Good.

Dark Chocolate Centers: Cocoanut Creams: Flavor good. Cream a little dry.

Raspberry Cream and Jelly: Good.
Maple Pecan Cream: Good.
Chocolate Parfait Cream: Good.

Orange Cream: Good. Lemon Cream: Cream good. Flavor had turned rancid. Caramel: Good.

Raspberry Cream: Good. Nut Nougat: Good. Brazil: Good.
Vanilla Walnut Cream: Good.
Vanilla Cream: Good.

Number of Pieces:
Milk Chocolate: 17.
Dark Chocolate: 15.
Workmanship: Very good.
Assortment: Very good.

Remarks: Suggest the combination of vanilla creams with milk chocolate coating be left out of the assortment entirely as it is a very sweet eating piece. The fruit flavors go best with milk chocolate coating. The lemon flavor needs checking up as it had turned rancid. This box of chocolates at \$1.00 a pound is one of the best I have examined in a long time.

This package was picked out as the best dollar box of assorted chocolates. It was outstanding. There was nothing cheap or "flashy" about the package. Its appearance would put it in the \$1.25 or \$1.50 class. The packing was done with care and good judgment. The layout was good and the partition and liner were worthy of note. Centers were well made. Good coatings were used and the assortment especially good.

Code 4G 30

Home-Made Candies-1 Lb., 80c

(Purchased in manufacturer's retail store in New York City.) This package was packed to order.

Appearance and Condition of Goods on **Opening:** Good. Care and good judgment had been displayed in judgment packing. No pieces were crushed or broken.

Chocolate Fudge: Very good.

Vanilla Fudge: Very good.
Plain Chocolate Fudge: Very good.
Maple Cream Center Bonbon, Pecan

Top: Good. ink Cocoa Bonbon: Center good. Bonbon cream dry and hard.

Lemon Cream Center Bonbon: Good.

Vanilla Pecan Nougat Roll: Good.

Vanilla Pecan Nougat Roll: Good.
Walnut Taffy: Good.
Almond Taffy: Good.
Nut Nougat: Good.
Pistachio Cream Center Bonbon: Texture good. Flavor too strong.
Almond Butter Taffy or Crunch: Good.
Almond Caramel Kiss: Good.
Vanilla Wrapped Caramel: Good.
Vanilla Peanut Caramel: Good.

Vanilla Peanut Caramel: Good. Vanilla Nut Nougat: Flavor good. Texture too short.

Vanilla and Chocolate Nut Nougat:

Good. Assortment: Good. Workmanship: Good. Number of Pieces: 33 pieces. Remarks: This box of home-made candies is of good quality and with minor exceptions in good condition. Suggest that a 20 lb. wax paper be used. Also a wax liner for the box.

From the home made packages examined we chose this because the contents and packages were of the best for this type of goods. Packing homemades and choosing an assortment that makes a good impression is no easy matter. Considerable thought must be given the kinds of pieces to include, not forgetting that a well balanced assortment is desirable. Add to this the fact that homemades are among the most difficult candies to pack. particular box made an excellent appearance; the pieces were all in good condition when it was opened. When homemades are packed to order the contents are usually in one piece or a number of the pieces are broken. Stores that pack to order should see that the clerks are trained in this phase of the work so that the assortment will have an attractive appearance and be in good condition when opened.

Code 5O 30

Fruit and Nut Egg-6 Ozs., 15c

(Purchased in a retail candy store in New York City.) Appearance of Package: New and

distinctive.

Box: White wrapped board, with a partition in center of box the shape partition in center of box the shape of the egg; in each corner a panned egg of different color. A very novel package! Had a printed glassine wrapper on the sides with a Cellophane window over the top of the box. A plain board telescope cover completed box.

Chocolate: Sweet. Color: Good. Gloss: Good. Taste: Good.

Center: Fruit and Nut Cream.

Flavor: Good. Texture: Good.

Panned Eggs: Good.
Remarks: This is the most unusual Remarks: This is the most unusual package I have seen this season. A patent has been applied for. Every-thing about this package bespoke quality. Conception and execution quality. are excellent!

This is the sort of Easter Novelty we occasionally run across. There are any number of Easter packages and individual eggs put up in different ways but this one was something entirely new and novel. It is no easy matter to devise a package that is so entirely different from the usual run of Eastern merchandise and at the same time keep the goods within the range of popular prices. The raw materials used in this instance were of the best. Packing and container were intelligently planned and the result was a very attractive creation.

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Code 6L 30

Assorted Mints-1/2 Lb., 50c

(Purchased in a retail candy store in Boston, Mass.)

Appearance of Package: Good. Seasonable in appearance and well made

up.
Box: One-layer type. White printed in green. White transparent cellulose wrapper used. Gold seals on ends.

Appearance of Box on Opening: Good.

Four partitions used. Color scheme of green, white and molasses. 14 pieces wrapped in silver foil.

Crystal Work:

Opera Gums: Good.

Gum Gums: Good.
Gum Marshmallow Wafers: Good.
Crystal Work and Flavor: Good.
Chocolate Covered Pieces Foiled:

Small Peppermints: Texture: Good. Coating: Good. Flavor: Good.

Large Peppermint Patties: Texture: Good.

Flavor: Good. Coating: Good. Peppermint Hard Candy Straws:

White Sugar Wafers: Good.
Molasses Peppermint Pieces: Hard

Candy.

Balls: Good. Chips: Good.

Both balls and chips wrapped in white transparent cellulose. Hard candy sticks similarly wrapped. White sticks, green stripes. Flavor: Good.

Remarks: This box is an ideal summer assortment and no doubt will be large seller during the hot months. The packing and layout of this box is exceptionally fine.

This was our choice from among the Summer packages analyzed. There are any number of so-called Summer packages placed on the market during the hot months but few of them come up to the necessary requirements for this class of goods. Such an assortment should have a cool, inviting appearance, and should contain pieces that are colorful, easy to handle and pleasant to eat during the hot weather. Chocolate covered and sticky, soft candies are not appetizing and often messy to eat. A well planned summer assortment is worth the time and thought required to produce it because there is a substantial market awaiting just such a package.

Code 7R 30

Summer Assortment—14 Ozs., 80c

(Purchased in manufacturer's retail store, San Francisco, Calif.) Appearance of Package: Neat and sea-

sonable. Box: One layer full telescope. Green with name in white.

Appearance of Box on Opening: Fair. Salted almonds all over the box. Contents:

Caramel Marshmallow: Caramel grained.

grained.

Pink Almond Nougat: No flavor could be tasted. Color too deep.

Vanilla Fruit and Nut Fudge: Good. Green Nut Nougat: No flavor could be tasted. Color too deep.

Crystallized Marshmallow:

Peppermint Jelly: Good. Vanilla Nougat Caramel: Good. Turkish Paste: Good.

Orange Marshmallow Jelly: Good. Chocolate Marshmallow Caramel: Good.

Salted Almonds: Soft-not good

Red Marshmallow Jelly: Texture good but could not tell what flavor was used.

Chocolate Marshmallow Fudge:

Good.
Vanilla Nut Fudge: Good.
Pecan Cream Roll:

ssortment: Too small.

Remarks: Suggest an outside wrapper be used—either glassine or trans-parent cellulose. A wax liner and more substantial dividers are needed in this box. Suggest salted almonds be packed in a waterproof trans-parent cellulose bag as they were not fit to eat. Colors of nougats and marshmallow jellies were too deep. Some chewey pieces are needed in this assortment

This summer package would with a few minor changes, be a bang-up number. The idea and layout of the package were good. It was not just 100%, but considering the other samples examined at that time, it showed the most possibilities.

Code 8B 30

Jar Plastic Filled Hard Candies (No Weight on Jar)-About 6 Oz., 40c

(Purchased in a drug store in San Francisco, Cal.) Appearance of Jar: Good. Gloss: Good. Colors: Good.

Impressions: Good.
Flavors: All good except the peanut which had a rather strong taste.

Jackets: A little too thick. Centers: Good. Assortment: Good.

Remarks: This jar, which contained plastic filled goods, had the seal of the retail store in which it was purchased on the front, although it was apparent that the jar was the product of a large manufacturer whose name appeared on the top. The seemed a trifle high in price. The goods

Selecting the outstanding jar candy was somewhat of a task. The one chosen seemed to be about the best of those samples examined. Centers and jackets should be given most careful consideration. If too little center is used the piece does not eat well. Same can be said if

jacket is too thick. Flavors, gloss and packing of the jar are also very important. Considerable care is necessary in the making of hard candies, training of the men takes time and very close inspection is needed at all times. Condition rooms are an important factor as is the selection of the type of closure.

Code 9E 30

Marshmallows-1 Lb., 25c

(Purchased in a grocery store, Boston, Mass.)

Appearance of Package: Good.

Box: Full telescope. Wax board used inside with wax sealed liner. Wrapper waxed and heat sealed.

Color: Good.

Texture: Good.
Taste: Good.
Remarks: This box was very well sealed and marshmallows were in splendid condition.

These marshmallows were selected after carefully considering price, package and condition of goods when purchased. At their price, hardly a great amount of profit can be realized. There are a number of 10c packages of good quality being sold and they seem to be enjoying a big demand. Transparent cellulose is the predominating material used for packing marshmallows. Undoubtedly it is this attractive method of packing that has brought marshmallows back into the candy market in a big way. These smaller packages are no doubt one of the best ways to sell marshmallows as the one pound package is just a little too much for the consumer.

Code 10BB 30

Peanut Bar-31/2 Ozs., 5c

(Purchased at a newsstand in Boston, Mass.) Appearance of Bar: Good, Printed

glassine wrapper used. Texture: Good.

Texture: Good.
Taste: Good.
Remarks: This is a good eating 5c seller. The weight printed on wrapper is 3½ ozs. but bar weighed 4½ ozs. It isn't possible to make a profit on this bar. The cost needs checking up.

Our reason for selecting this from among the many examined, was the fact that it was the largest bar for the price that the Clinic has ever examined. Quality as well as appearance was good. The bar has sold exceptionally well and should continue to do so. The question in our minds is how can a bar of this size be made and sold at 5c and still provide for a profit? Figured any way

(Continued on page 72)

Eric Lehman Suggests

"A Profit or No Sale"

As a Worthy Slogan for 1931

ITH the closing of the year at hand, we look back over what has been a lean year for the candy business in general. In fact, it has been altogether too lean for some of our real old houses. But, after all is said and done, is it really any surprise that many manufacturers have been forced to close their doors? With all the price cutting, free goods, extra discounts and other unsound practices that have been indulged in during the past few years, the real mystery to many of us is why more companies have not had to do the same thing. Yes, it is true, we still see many of our reliable and conservative houses doing business at the same old stand and making money. We also observe that they are putting out some merchandise on which it is absolutely impossible to make money. This is an un-healthy condition for any business and believe you me it cannot last!

Our January Clinic is devoted to Holiday Assortments. There is a large amount of business to be done with these packages which range in price from \$1.00 to \$3.00 for a 5 lb. box. Some of it is unfit to eat but occasionally we do come across a very fine box of candy at the price. Excellent bulk goods can be bought around \$1.50 to \$2.00 for a 5 lb. box and yet we find these holiday boxes packed with the cheapest sort of candies and sold at prices better than good bulk goods bring. Of course, the decorated box has to be taken into consideration but even allowing for this special packing, this type of goods can still be sold at very nearly the price of bulk goods. If a box of this kind is to be put out, a little better price can easily be had if the box is attractive and the candies are of a good eating

Who Profits by Cut Prices?

We are well aware of the fact that jobbers are forever looking for a cut price, but when they get it (and you just know they do!) do they pass it along to the retail man? Very seldom. Again, does the retail man

pass it along to the consumer? Once more the answer is very seldom. The jobber will tell you he has been selling considerable merchandise at a short profit. The retail man says the same thing. But you seldom find the consumer getting the benefit of a cut in price on his favorite confection. One retailer told us that if he did cut prices where it was possible to he would not sell any more candy. This may be the answer.

Glancing over the Clinic devoted to chocolate bars, we find that the market offers a very good line of This is one this class of goods. item which is almost entirely controlled by a few large companies. For the small manufacturer to go into the chocolate bar business is one quick way to go out of the candy business! We find all sorts of candy bars on the market today, large and small, good and bad. Size and price, of course, come into the picture in a large way. The jobbers and the public want large 5c bars. The bigger the better—and we might say the bummer. Some manufacturers reason that they will get all of the bar business by turning out large bars. But the public, not to be fooled, soon discovers that the large chocolate bar which sells for 5c is not just to its liking-and again a few thousand dollars worth of moulds are relegated to the storage

There seems little doubt about the public's having a fondness for milk chocolate. The bars that go over in a big way are usually of this variety.

Dollar Chocolates Most Popular

Dollar chocolates are one of the most popular items on the list. The variety of boxes to be found in this price class is almost unlimited. Some are very well put up and in most cases the candy is of good quality. The number of boxes we find that have all the appearance of dollar packages but sell for 60c, 70c and 80c a lb., is quite appalling. A short time ago a box of chocolates came out that was selling for 35c a lb. The package was good looking

and made a fine appearance. The candy was as good as any 60c candy on the market. We all hold up our hands and ask, "How can it be done?" The answer is, "It can't." We hear of this or that company going but of business and sometimes wonder what was back of the failure. Putting out 1 lb. packages at such a ridiculous price is one very good reason.

In passing, a word about the packaging of chocolates in large one pound boxes might be mentioned. Use dividers that hold the pieces in place and at the same time fill up the layer. Bottom layers are often neglected. Often large spaces are to be found. Many times the dividers are such that the pieces move about and, when opened by the consumer, present an unattractive appearance. It is poor judgment to show upper layer of dollar and finish up with a lower layer that looks like thirty cents. The size of cups is very important. Do not use No. 5 cups when the pieces are only large enough to fill a No. 3 or No. 4 cup. Boxes of 100 to the pound usually look better if the pieces are not cupped; but when cups are used, be sure to get small ones that fit the pieces.

Careful with Your Homemades

The so-called homemade variety of candy is gaining in popularity with some of the large manufacturers. Frequently, we see boxes packed with chocolates, wrapped caramels, toffees, etc. The tendency today is to put a few homemade numbers in with the chocolates together with one or two gum pieces and perhaps some crystallized bon bons. Some of these packages are enjoying a very good sale. Where a box of this description is sold through the jobber great care is needed in the packing and in the selection of the type of homemade pieces to be included. Do not attempt to use bon bons or cream pieces that are not crystallized. If a nut toffee is used it should not be made too rich with cream or butter as there is too great a likelihood of the piece turning rancid. Homemade packages require care in packing. Any piece that is covered with sprinkles, nut dust, or pieces of cocoanut, should be wrapped. If this is neglected the appearance of the box upon reaching the consumer will not be very inviting. The nut dust, sprinkles, etc., will be scattered

throughout the box as they have that tendency of not remaining where they were originally put. Every box of homemades should be dated so that the party selling it will know just how fresh it is. If every care is exercised in getting homemade packages to the consumer in first class condition, the business to be had is well worth cultivating.

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Easter is a big day for the candy business. Each year finds the public buying more boxes of candy at this season. Some years ago the large decorated egg with the name of somebody's sweetheart, be it mother or lady friend, inscribed in sugar across the top, was about the only thing that would sell. Today. there is a ready demand for the ordinary box of chocolate covered with a suitably designed holiday wrapper and for colored boxes filled with chocolates. This is one time when we cannot neglect the children. They must have their Easter eggs and moulded goods. Unfortunately, some of the chocolate used in making moulded pieces is not fit to eat. Perhaps manufacturers of such goods reason the child consumer will not know the difference. Maybe the child won't, but the parent will. This type of goods will bring very good prices and there is no reason in the world why a good quality chocolate cannot be used. Last Easter a large amount of imported moulded goods were sold in the chain department and drug stores. It was well made and of good quality so if our American manufacturers fail to watch their quality and prices they are certain to lose a large share of this business.

Summer Packages Bolster Lagging Summer Sales

When hot weather comes along, summer goods will make up for some of the falling off in demand for chocolates. A good summer package will find a ready demand and will enjoy good sales. Gum work, sugared hard candies, crystallized creams, etc., make an appealing assortment particularly when attractively packed. A one layer box is usually desirable for this type of goods. No fancy ribbons or fussy fixings are needed, simply a bright, cheerful design on the cover. One-half and one pound packages of this kind seem to sell best.

One of the most popular confections made today is the hard candy.

We find all kinds at all kinds of prices. One wonders at some of the prices charged. We run across jars selling at anywhere from 10c to 30c containing the same type of candies and varying little in weight from jars that might profitably and legitimately sell for 25c. There are also to be found 10c and 15c jars of hard candy sticks that cannot possibly show a profit to the manufacturer. The manufacturing and packing labor on sticks is more costly than on any other hard candy piece.

Plastic goods properly made are a fine confection but there are too many jars of this type on the market which have very poor eating centers, poor flavoring and crude workmanship, but selling neverthless at the same price as the better grade of plastic goods.

Figure the Profit if You Can!

Sometime ago the writer received a sample of hard candy that was purchased in a chain store at the price of 10c a pound. Regardless of where it is sold or manufactured, how can the hard candy manufacturer turn out a product to be sold to the consumer at a price of 10c a pound and still make a profit? Is it any wonder we witness so many departing from the candy business? Even at 20c a lb, to the consumer there is insufficient margin of profit to the manufacturer to keep him in business.

Flavors, which in hard candy are a most important item, seem to have been neglected. The added cost of using good oils is very slight but the result is a far superior piece of candy. Fruit flavors turn rancid when not kept in a cool place or if too old. Do not buy this ingredient in large quantities; keep it in a cool room, always well corked, and most important of all use enough flavor in your hard candy to impart sufficient taste.

Marshmallows are coming to the fore. A few years ago there was but small demand for undipped marshmallows. Today, there are several varieties of attractive, visibly packaged marshmallows selling at 10, 15 and 25 cents which are enjoying a tremendous sale. Unquestionably, the transparent cellulose wrapping has played a most important part in creating this demand. Here again comes up the question of price. Take for example, the 5½ oz. packages retailing at 10c, wrapped in two transparent cover-

ings—one waterproof and one regular. Where is the profit? As in hard candies, so too in most marshmallows there seems to be a lack of flavor; some lack it entirely.

Look Before You Leap!

One of the most important items in this business is the candy bar. The question here, just as with practically all of the other varieties, is to see who can give the most for the money-not quality you understand, but the most in size. Since the price is fairly well established at 5c this means that the bars are growing bigger while, quality is dumped overboard. Milk coatings, so-called, in many instances are anything but milk chocolate. Some of the centers are tough, unpalatable and leave a bad after taste. With conditions in this branch of the industry such as they are at present, the small manufacturer who is considering going into the bar business had better watch his step. To buy equipment and produce bars is easy, but to put them on the market in a large way is a horse of another complexion. Making bars in a modest way is not a paying business; unless the manufacturer is prepared to spend a lot of money for advertising, he had better keep out of it. There are too many in it already.

Pan goods seem to be a thing of the past and unless something is done to revive demand for them, their sales will continue to hit lower levels. Cheap pan goods are being sold in chain stores. The retail merchants, seemingly unable to get a fair price for this type of goods, have largely discontinued stocking them. The higher class retail stores sell a little but nothing to speak of. If pan goods are to stay with us they will have to be sold in small 10, 15 and 25 cent packages. They show up well in some packages of assorted chocolates or in homemades and chocolates, as also in summer packages. They can be used to advantage in conjunction with other

"A Profit or No Sale"

In conclusion, due largely to better methods and better equipment, candy in general is being made with more care and made better. The boys who sacrifice quality to quantity will always be a sore spot with us. But don't be drawn headlong into competition with them. Go

(Continued on page 72)



1930 Produced Its Bellringers!

NE of the distinguished advertisements that won a Harvard Award a year ago bore the eye-stopping and interest-compelling headline: Right, Mister...now that the Headache's over...let's Go to Work!

Not only was that timely and good advice, it was taken to heart by many of those whose specific job it is to plan and prepare candy advertising. With the result that the general level of advertising in this industry during 1930 has been, it seems to the Adviewer, higher than in some

years past.

There have not been quite so many advertising dollars at large during this last year. For that reason each one of them has been given a bigger job to do. And for that same very good reason men who buy space and those who chisel out words and illustrations with which to fill it have taken their work a lot more seriously than they took it yesteryear. So 1930 has produced a fair crop of Bellringers...advertisements that have proved themselves a positive help in selling candy at a profit.

It is unfortunate that more of the outstanding candy ads of 1930 cannot be reproduced here, for it is not especially enlightening to talk about an advertisement without showing it just as it appeared to the public. However that may be, the Adviewer wishes to mention the 1930 Milky Way campaign appearing in colors in a number of national magazines and out of doors, one of the notable achievements of the year. That it sold candy no one can doubt. The Mason, Au & Magenheimer car card series for Peaks and Black Crows bore all the earmarks of productive advertising. So, too, did

Schrafft's answers a hostess' natural question in this advertisement.

Life Savers' colorful campaign on fruit-flavored drops, from which one piece of copy would surely have been pictured here had it arrived before this issue's deadline.

Imperial Candy Company of Seattle contributed one bellringer in an advertisement built around the award of the Société Internationale to Société hard candy. Then, too, Cracker Jack's "Open Letter to Mr. Wrigley" suggesting that if Cracker Jack were sold at their park the Cubs might lead the National League pack home once again, ranks as one of the memorable ads of the year. Brandle & Smith, Nestlé, Fannie May, and De Met's (the latter two being Chicago manufacturing retailers) also produced

highly effective promotional ma-

In the field of candy trade publications the Adviewer wishes to comment on but two advertise-Naturally there were ments. many more than two that helped to distribute candy economically to wholesale and large retail buyers, but there are specific performance figures available of these two. One was a two-page advertisement in The Confec-TIONERY BUYER by The Shotwell Manufacturing Company which brought 375 inquiries from job-bers, about 90 per cent of which were converted into orders. The other was a Bunte Brothers' advertisement (carrying a coupon) for New Moon bar in six or seven trade publications. In this case The Confectionery Buyer produced 80 per cent of all the coupons that Bunte Brothers received from the advertisement.

An Informative Schrafft's Advertisement

SCHRAFFT'S magazine advertising has been one of the most interesting developments of the year. To the Adviewer it seems that the "indescribable something" series was not always as original or as positive as it might have been, but the Schrafft piece of copy reproduced here clicks very audibly. The headline is a gem of simplicity. More than it is a lure that leads the reader, especially if it is a woman who is reading, into the copy with unfailing uncertainty. "How should candy be used at a dinner party?" An interesting question. One that the advertising promises to and actually does answer. It answers it definitely with counsel from perhaps the most authoritative of our social arbiters, Emily Post.

Here is news. Useful news that

A Frank Talk with Mothers about candy

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A Milky Way advertisement that helps the whole industry to progress.

most women cannot resist, since it talks of manners and gracious en-This advertisement tertaining. serves the whole industry, since it says indirectly to the housewife: "Candy is an important part of every dinner at which you have guests." The writer believes that the headline here might have been made even more effective, if the half-tone mortise had been a little larger and if a type face like Nicholas Cochin, Eve or Garamond light had been used in place of the Gothic. Nevertheless, here is one of the Bellringers of 1930, an advertisement that we believe was an excellent investment for Schrafft's.

Milky Way Does the Whole Industry a Service

LOOK around and without undue searching you can find plenty of advertising craftsmen who think that more than 60 words in a piece of copy damns it to certain deadli-They are behind the procession, and their dogma seems to have become a bit out of date, too. Copy is not too long while it is interesting. Furthermore the keenest minds in the business of advertising have been for this last year or so swinging farther away from the poster style and in the direction of what they call the editorial style, to which the advertisement headed: "A Frank Talk with Mothers about Candy' belongs.

This is an advertisement for Milky Way bar, probably the most sensational 5-cent piece of the year.

That fact is not readily observed from the small reproduction here. Nor is it apparent from a first glance at the advertisement as it appeared on a 7 x 10 page. Milky Way is not mentioned until the reader has traveled down to the fifteenth paragraph.

The Adviewer cites this advertisement for conspicuous service because it spreads a world of sincerely-expressed information a bout candy, exploding half-truths and misconceptions in a convincing manner. Here is one paragraph:

Did you know that Marathon runners often eat candy as they run—to give quick energy? Did you know that Gertrude Ederle ate candy while swimming the English channel? Did you know that Commander Byrd took two and one-half tons of candy on his South Pole trip? That's one hundred pounds per man for a period of two years. Practically a pound per man per week?

The whole candy industry can thank Mars, Inc., for this advertisement which millions read with interest and profit. Perhaps it would have been as interesting in appearance as it is full of useful information, if there had been some attempt made at illustration. Little thumbail sketches not more than two or three lines high, used in primer fashion, might have robbed it of some of its somber look.

Coordinating the Elements That Make Sales

S ITTING on the outside once cannot always tell anything about

an advertisement's effectiveness. A piece of copy that looks like a million dollars so far as illustration, copy, type and layout go may actually be a flop. Another piece that seems to be quite ordinary may pull its head off. For that reason it's occasionally wise to do a little inquiring before sitting on the judge's bench. William Morrow, Jr., advertising manager of Nunnally's, Atlanta, tells the Adviewer that the extremely simple advertisement that is shown here was his company's most productive piece of publicity of the year.

This was designed for the use of retailers in their local newspapers just before Mother's Day. With it the retailer was urged to put in the window display shown here. You will note that the same silhouette illustrating the newspaper advertisement furnishes the pictorial motif for the window. "Our dealers reported excellent sales and a real return on the advertising," says Mr. Morrow. That's about all the Adviewer needs to know, especially during a year when management is thinking more about direct returns and less about good will and similar intangibles. Nunnally's experience provides sufficient reason to point out here that no advertisement in itself performs all that it can perform until it has been merchandise. Until both the wholesaler and the retail dealer are aware of the manufacturer's advertising and understand how to make it work for them, consumer advertising falls short of



This Nunnally dealer window display tied in with its Mother's Day advertising.



Whitman digs below the surface of its famous sampler in this ad.

accomplishing what it should accomplish.

This One Boomed Loud as Big Ben

THERE used to be, and unfortunately still is, a considerable number of patriotic; Americans who thought that anything and everything produced in these United States was superior to anything and everything produced elsewhere. Advertising in the British Isles was regarded as being particularly amateurish and immature. The Adviewer wonders if any of these provincial folk have watched British advertising and especially advertising of the British manufacturing confectioners in the last few years.

As much to focus attention on these interesting developments overseas as to commend one striking example as a Bellringer of 1930, the Adviewer reproduces here a piece of copy for Cadbury's Chocolate Sandwiches that appeared in an English newspaper last August. Look it over carefully from the viewpoint of the layout man, typographer, copy-writer and engraver. Veteran advertising men are prone to say that there are three sure-fire headline words. They are: Now, Free, and New. To them the Adviewer would like to add the word "invention," used here. Busy or not the reader can't get by it without at least a second look. Note the prominent little piece of copy near the logotype asking consumers not to litter the countryside with empty Chocolate Sandwich cartons, a friendly little gesture that makes you respect the company.

Cadbury's makes a habit, it would seem, of turning out advertising so attractive that it can't be ignored. There was a full page piece of copy last summer headed, "Chocolates Fresh from BOURN-VILLE—the Factory in a Garden," and illustrated with a skillfully-done map showing Bournville's central location that was another Bellringer. Builders of candy advertising can profit from watching Cadbury's.

This Loft Ad Says Much— Convincingly

HOW long do you remember the points made in the copy of an advertisement? How long does the sincerity (or lack of it) with which

cerity (or lack of it) with which those points are put across stay with you? How far does that adverment influence your buying habits? The answer to questions such as these must, in the final analysis, govern any estimate of an adver-

tisement's excellence. To the Adviewer the Loft advertisement shown here, occupving almost a full newspaper page when it appeared, rates as the best candy ad of the year. Such a pronouncement as that is, of course, purely a matter of opinion. There may have been more influential, more persuasive, more arresting advertisements. They have not come to the Adviewer's eyes. Read five or six of the short paragraphs.

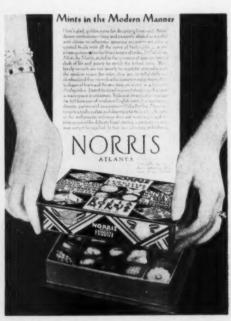
See for yourself why we place it at the head of our 1930 flock of Bellringers.

The Customer Has a Right to Know

W HEN candy is displayed in the retail store it is highly important, the best merchandisers agree, to price it, to describe it and if possible to show the pieces themselves so that the purchaser may know exactly what he



A simple, forceful ad for Nunnally dealers.



Style in candies? Yes, indeed. Here's how Norris does it.



What it has come to mean after 13 months of struggle.

Here is the story of a thrilling pure-food achievement that never was told before, solely because it would have been false. Even now it could not be told if we had failed in a single particular to redeem all our pledges to

Alfred W. M. Eann

- Lott Pure Candies are made fresh daily of ingredients surpassing the requirements of the U. S. Pure Food Laws. Nowhere along the line is inferiority tolerated, even though it be legalized.
- No commercial by-product Molasses (strictly legal) is tolerated. Wherever Molasses enters a Loft nugget, it is Old-Pashioned. Open-Kettle, unsulphured, containing the entire seamer of the juics of the care, including all its misseral salts and the entiring natural flavors of the plantation
- 3. Loft Pure Candise—Demand only the choscest "Chocolate Nibs", such as Arribs, La Guayra, Caracas, Puerte Cabello, Estate Trinidad and the finest Accra. Loft blends courts and milk this grouniste chocales under its own cool
- Loft Pure Candies—Are gloriously free from all imitation, artificial and synthetic casely flavors. Where a purce of candy demands "commercial embellishments", is abandoned. Alfred W. McCann insists on this and we enthusiastically unsport his noestion.
- Loft Pure Candies—When they call, as so many if them do, for Butter, call for Pure Butter. But—"Pure Butter" comprises smore than a dozen different gards. Loft Pure Butter means the choicest Borden's Creamony Extraregardises of market price.
- 6. Lott Pure Candisa—Demand the finest Mayet Walnut Meats absolutely free from infestation: it nest Spanish Jordan, Alicanto and Avola Almonds; the fine Medizermenan and Black Sea Filberts; the finest India Cas

- ews; the finest Amason Valley Brazil Nuts; the finest Sicilian Pistachios; the finest Spanish and Italian Pignolias and the finest Southern Pocana. By "finest" we mean perfect, unlibralished nuts.
- To Lott Pure Candins—Of the "fussy" or "Home Made" ilk. become so, not through accident, but design. Scientification operation is a second of the candy makers art to turn out these laceious numbers, which would not be possible accept for the superlative quality of the raw materials which Alfred W McCann has demonstrated to our conspites conviction to be the only kind of candy ingredients that are worthy of a candy ideal.
- B. Loft Pure Candise—Demand unsulphured Mission Figs. unsulphured Calamyrus Figs and unsulphured Meteraranan Figs of superb quality. These delicious fruits as determined in the Loft histones, so that obliders as well as adults, may receive this additional protection when the sweet tooth waters.
- De Laft Pure Candiso—Demand the finest specimens of pasteurised Dremedary Dates from Iraq for all the delicious pieces in which this most famous of Biblical fruits is an important factor.
- 10. Left Pure Cardiee—Abber the Tonka Bean and all such so-called "Vanilla Flavore" as Commerin and synthetic Vanillin, depending cathasively upon the finnet grades of pure Bourton Vanilla Bean, ground and macerated in Loft's own kitchens.

- **III.** Loft Pure Candies—When they call for Lionries, are not satisfied with the old commercial compound of Anise and Licerice Mass, but insist upon the pure product of infected licensies cost.
- Loft Pure Candine—Include Caranels that really are aductive: just cheep enough to slowly release the subtle speed of pure, fresh 40% Cream, foretified by the flavor of Borden's finest Creamery Butter and Loft's own purest Bourton Vanilla or home-milled Chocolate.
- 13 Loft Pure Candiso—Prequently call for Honey. This is a tricky call because there are upwards of twenty different kinds of Honey, some of which cost in carload lots exactly twice as much as others. Loft uses the most bleasency Nectar procurable and pays the highest price for its choice. Only raw honeys are used.
- Loft Pure Candies—Have caused many surprises. Recently, a well known army surprise, inspecting the Loft candy kitches, paused in surprise at the nut mildin grinding whole nut meats into nut meal. He exclaimed, "I never heard of such a thing. We cannot get quits as fine as those for our own table, and here you are reducing them to powder." That expression tells the story of Loft quality.
- 15 Some of the most delicious pieces of Loft confections ontain shredded Coconsut meats. Left uses nothing liur Frish Coconsut; the shift are briden, the meat extracted and ground delity; that is why the flavor of fresh Coconsut dominates every Loft Coconsut number with the spirit of the Sauth Tar-Ibia.
- 16. Loft Maple originates in the sap of the maple tree. Loft orange and ismon are not compounds of citric acid and essential ells. They are produced by Mother Nature without the help of the chemist!
- 17. Even the Maraschino Cherry has disappeared from the Loft family, with all other products requiring chemical preservatives, chemical blanches and othereal fortification. Only fresh fruits are employed.
- 18. The Loft Bakery employs phosphate-calcium baking powder—shell eggs. crusmery butter: unblasched flour. Frashly gruund spieses, pure cream. undkinned milk, without the help of a single commercial "baker's aid."
- Loft Ice Cream is the very soul of simplicity. But—
 it must contain 25% cream colids known as "butter
 fat." The U. S. Government demands but 14%. The Loft
 cream arises in cream not in butter. There is a difference,
- 20. In addition to the Purity Dictatorship of Alfred W. McCann, to which Loft subscribes wholeheartedly, we have also inaugurated medical and sanitation supervision, assisted by a staff of trained experts, including graduate nurses, all of whom report daily to Charles G. Guth, President of Loft, Incorporated, and Alfred W. McCann. In other words we have adopted scientific control instead of "rule of thumb."
- 21. For your protection, every pound of turkey, chicken or duck, cooked and served by Loft, is subject to U. S. Government inspection, under Loft's own roof, known as U. S. Establishment No. 39. Only such poultry as is absolutely free from blemish is served. The rejected birds are confiscated by the U. S. Department of Agriculture. The law does not ask us to do this. We do it voluntarily and at our own expense.

BOXES2 You don't eat baxes. We could put from 10c to 22c per pound in fancy paste-board. We would prefer to put it into better candy.

CANDY: If you over use better at double the price - bring back the empty box and receive your money.

FOOD: If you ever ate purer food at any price, just say so and you need not pay the check.

More than 100 LOFT and HAPPINESS stores in Greater New York to serve you

An advertiser can, if he chooses, claim almost anything and get away with it sometimes. This Loft advertisement deliberately shuns the ambiguous and gets down to specific facts—and does it most effectively.

or she is buying. This Whitman piece of magazine copy goes to greater lengths than most advertisements to give the reader an accurate idea of what the Whitman Sampler package contains. In some publications it appeared in colors. In others it ran only in black and white as reproduced here. As everyone knows, good candy depends on what it contains. Appearance, while important, leaves much untold. Ste-phen F. Whitman & Son are con-sistent advertisers. The frequency with which magazine readers are reminded of Whitman's candies assures the company of a very considerable amount of prestige and good will. For that reason it is interesting to see Whitman using an advertisement which although entirely pictorial seems loaded to the muzzle with selling ammunition. This one, the Whitman organization and its dealers consider, is their best 1930 example.

Norris Makes Style a Dominant Factor

THE keenest merchandising minds in the candy industry have discovered style. And they are selling it. In this modern movement Norris of Atlanta is a leader...perhaps The Leader. The advertisement shown here for Della Robbia mints is in the Adviewer's opinion a superlative example of presenting a candy to discriminating women in a manner calculated to make them prefer it. The copy, scarcely legible here, talks of golden news for discerning hostesses...mints that

provide a Stokowskilike finale to gorgeous repasts...mints styled in the continental manner... in exquisite sympathy with the modern vogue for color... as exotic as a figure by Archipenko.

High-hat? Nothing else but. And why not? Norris is talking to the sophisticates long since accustomed to and insistent on style in dress, amusements, transportation and food. Observe, if you will, the delicate hands and their jewels. Observe how smoothly the type face selected blends with the overtones of the copy and the character of the mints advertised. Yes, this is another Bellringer. Not for the masses, to be sure, but markedly successful among those aristocrats of birth, wealth and breeding for whom it was intended. And when all's said and done, they do set our buying habits.

Where Are the Stomachs of Yesteryear?

Medieval Cookery, from Black-wood's Magazine:

"What an Hodg-potch do men that have Abilities make in their Stomachs, which must wonderfully oppress and distract nature. For if you should take Flesh of various sorts, Fish of as many, Cabbages, Parsnops, Potatoes, Mustard, Butter, Cheese, a Pudden that contains more than ten several ingredients;

"Tarts, Sweetmeats, Custards, and add to these Cherries, Plums, Currans, Apples, Capers, Olives, Anchovies, Mangoes, Caveare, &c, and jumble them together into one mass, what eye would not loathe, what Stomache would not abhor, such a Gallemanfrey? Yet this is done every Day, and counted Gallent Entertainment."

(No wonder sweetmeats were not exactly essential foods in those good old days!)

Gordon Stewart Elected President of Park & Tilford

Gordon Stewart was elected president of Park & Tilford yesterday, being advanced from the office of vice-president and general manager. Mr. David A. Schulte, who was formerly president, was made chairman of the board of directors. Mr. Stewart was made manager of the candy division of Park & Tilford in 1920, was appointed general sales manager of all divisions in 1923, and in 1926 was made vice-president and general manager.

Park & Tilford are one of the lead-

Park & Tilford are one of the leading candy manufacturers in the country and are also prominent importers of cigars, besides operating a chain of retail stores.

Park & Tilford also own and operate

Park & Tilford also own and operate the Tintex Company, manufacturers of Tintex Tints and Dyes.



An English advertiser contributes this interesting example of wellplanned newspaper copy.

Mergers and Mortality in the Candy Industry

1930 Has Had Its Share of Each

000

ITH the passing of 1930, everyone hopes the ills that have accompanied it will continue on into the oblivion from whence they came. Into that oblivion will go also the names of many of the industry's pioneers. Before even their fading memory is blotted out it might be well to glance back over the past twelve months to the time when youthful but none too vigorous Nineteen-Thirty was bidding farewell to that bent and decrepid old gentleman, Nineteen Twenty-nine. At that time, the outlook was uncertain,—one hoped for the best but feared the worst. In view of the havoc wrought by the market crash a month or two earlier these fears were not unwarranted.

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Changes began to occur in the Spring. There were mergers. In the Boston area the Daggett Chocolate Company acquired F. H. Dow & Company and the Apex Chocolate Company, all three closely situated in the Cambridge section. In New York, three of the high priced package houses merged, Verlaine, Inc., and Brevard, Inc., becoming a part of E. J. M. Colby Company, Inc. The Reynolds Metal Company of Louisville, Ky., one of the largest suppliers of confectioners' foil, acquired the Midland Metals Company of Chicago. Out on the West Coast the Pacific Coast Biscuit Company merged with the National Biscuit Company. The latter also bought Bishop & Company and later added the American Biscuit Company of San Francisco to its rapidly growing organization.

Shattuck Interests Active

When the F. G. Shattuck Company obtained a controlling interest in W. F. Schrafft & Sons of Boston, last year, the industry realized that the old established boundary lines of the candy map were surely chang-

ing. This was further borne out when it was announced that Shattuck had acquired the long established Wallace & Company of Brooklyn. Later the distributing business of J. C. Shriner Company, Inc., of New York, was taken over and Kantiko, Inc., organized.

The General Candy Company, representing a merger of the Williamson interests, the Universal Theatre Concessions Company and the Folly Town Company was the next to organize. This company acquired the Williamson Candy Company of Brooklyn.

pany of Brooklyn.

About this time, just at the approach of summer, rumors of receiverships became realities. One after another, firms of long standing reputations began to totter,—Page & Shaw, Inc., of Boston, the Headley Chocolate Company of Baltimore, Frank P. Kruger Company, Inc., of New York, Rudolph & Bauer of Louisville, Ky.,—all filing petitions in bankruptcy. Conditions were indeed serious when such concerns were forced to close their doors. Who would be next?

The Passing of Auerbach

The answer was not long in coming. On August 11th, the Irving Trust Company was appointed receiver for D. Auerbach & Sons. The industry in general was stunned by the suddenness and unexpectedness of this phenomenal failure. The closing scene of the Auerbach tragedy was enacted some weeks later when the machines and equipment of this vast establishment, once valued in the hundreds of thousands, went at public auction for a song.

In the meantime other amalgamations had been taking place. The Crackerjack Company and the Campfire Corporation, manufacturers of two noted brands of marshmallows, Angelus and Campfire, joined forces. About the same time—mid July—the Original Allegretti

Company, Inc., of Chicago was bought out by A. G. Morse Candy Corporation. Later in July came the announcement from Buffalo of the formation of the United States Associated Stores, a \$20,000,000 chain of small independent retail confectionery and tobacco stores backed by a Buffalo capitalist.

There were more mergers—companies fringing the industry. Sunset Fruit Products, Inc., was the name chosen to designate the merged interests of two Brooklyn firms—the Union Glacé Fruit Company and Ideal Dainties, Inc. The Hungerford Smith Company of Rochester, N. Y., consolidated with the Cleveland Fruit Juice Company of Cleveland

Consolidations Continue

Next came the announcement from the Crystal Gelatine Company of Boston that it had acquired the Essex Gelatine Company of the same city. These two firms had for years catered to the demands of the industry for this raw material. Inside of ten days the announcement was made that both firms were to become a part of the gelatine division of the Eastman Kodak Company at Peabody, Mass.

About this time, Natural Sugars, Inc., an independent company, was organized. Changes now were becoming less frequent. In September, the Puritan Candy Company of Milwaukee, Wis., was liquidated for the benefit of its creditors and The Dietz Candy Company incorporated as its successor.

Loft, Inc., which many months previous had taken over The Mirror and Happiness enterprises, annexed the Chocolate Products Company of Baltimore. Out in Chicago, Julia,

King, Inc., entered into bankruptcy proceedings.

Old-Timers Get Together

Toward the end of October rumors of consolidations involving

three pioneer confectionery and chocolate manufacturing companies were confirmed. The incorporation of Candy Brands, Inc., a \$3,000,000 organization bringing under one head Repetti, Inc., with offices and factory in Long Island City, E. Greenfield's Sons, Inc., located in Brooklyn and Walter M. Lowney & Company of Boston, was publicly announced. This consolidation ranks as one of the most important candy mergers in recent years. Also during late October came the announcement that the Carrier Engineering Corporation of Newark, N. J., had merged with Brunswick-Kroeschell Co., of New Brunswick, N. J., and York Heating & Ventilating Corporation of Philadelphia. Including subsidiaries, this merger unites fifteen companies with assets totaling \$15,000,000.

In November, as we go to press come announcements of another merger and a failure. The Euclid Candy Company of Brooklyn, which earlier in the year had sold the rights to a number of its licorice specialties to the National Licorice Company, merged the Euclid Merging Corporation, the Geo. H. Fritz and Gardner-Lucas Companies. More recently comes word from Harrisburg, Pa., that the Keystone Chocolate Company of that city is in the receiver's hands.

1930 has exacted a heavy toll. In many places, weaknesses were strengthened and fortified before they had gone too far. The industry should merge in 1931, stronger and far more secure for the sacrifices it has made.

Dr. Leete and Miss Langwill on Staff of Applied Sugar Laboratories

The Applied Sugar Laboratories wish to announce that Dr. Joseph F. Leete, formerly research chemist and assistant Chemical Director of the Spreckels Sugar Corporation, has joined their staff. Dr. Leete received his Bachelor's degree at Penn State College, where he later became an instructor. Following this Dr. Leete was head of the Department of Chemistry in the American University at Cairo, Egypt, where he also did research on bacterial fermentation of sugars. Research on rare sugars, glucosides and sugar derivatives was later carried out with Professor Helferich in the Griefswald University in Germany. The Doctor's degree was conferred upon him by this university for work on derivatives of the rarer sugars.

Miss Kathryn Langwill has recently joined the staff of the Applied Sugar Laboratories, 111 Wall street, New York City. She was graduated from Simmons College in 1925 and employed as

Applying Microphotography to Confectionery

The Application of Microphotography to Confectionery

COMPARISON of confection structure with the naked eye is impossible, but with proper magnification a remarkable difference will be seen in the several types. This application of a well-known principle is somewhat new in confectionery and bakery manufacture, but has been applied for many years in other industries.

Weak spots in metals and alloys have been determined with accuracy by microphotography. Gun manufacture requires close control over all steel used to guarantee against explosion of the gun barrel itself when the powder charge is fired. The feeling of safety when riding on a fast train has been brought about by close control of physical structure in the steel rails, over which the train passes, and to those, who are air-minded, absence of fear is directly dependent upon trust put in physical characteristics of materials used in plane construction.

Different types of the same confection will have different lengths of shelf life. Fondants made from granulated sugar (sucrose) will soon become hard and unsalable, but if a part of the sugar is inverted, or better still, replaced by invert sugar of known quality, shelf life can be prolonged. It is but reasonable to suppose, therefore, that physical structure in two such types must differ.

Realizing the need for a closer study of confectionery structure, the Applied Sugar Laboratories have installed a research microscope and camera operating on either transmitted or reflected light. This makes it possible to study structure on the surface of an opaque confection, as well as to pass light through specimens taken from a transparent one. Microphotographs of confections

with satisfactory physical structure will be preserved for comparison and these findings will enable the manufacturer to determine whether his products will give a satisfactory performance before they leave his plant.

Drying Room Investigations

HERE are so many types of drying rooms, each of which has its good points, that uniform standards have never been accepted. Experience in the manufacture and control of confectionery has made it evident that much can be learned by proper investigation of these condi-tions. The Applied Sugar Laboratories have installed a specially built drying room, in which it is possible to stack eighteen fully loaded starch boards in the same manner as they are handled in the average confectionery plant. This procedure is necessary, for results obtained under non-factory conditions cannot always be duplicated in plant prac-

A wet and dry bulb recording thermometer will register temperature and humidity for each minute of the day and it is possible in this miniature drying room to so regulate conditions that tests can be made over a wide range of temperatures and humidities. As an example, it will be possible to dry gum goods, which case-harden and blow above definite temperatures, and to determine the proper temperature and humidity for reducing drying time to a minimum. It will also be possible to expose finished goods after they are packed into stock boxes and duplicate temperatures and humidities to be found during different seasons of the year. With the results obtained by these experiments it will be possible to predict just what will happen when goods are shipped into different localities.

Junior Chemist in the Food and Drug Division of the Department of Public Health of Massachusetts until February, 1929. After this, one year was devoted to testing food supplies for state institutions under the direction of the Commission of Administration and Finance of Massachusetts. During the spring and summer of 1930 she was employed by the New York Eskimo Pie Corporation as assistant chemist.

Mr. Walter Roy Ranney of The Ranney-Davis Mercantile Company, Arkansas City, Kansas, passed away October 27sts.



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WHAT'S NEW?



New Patents

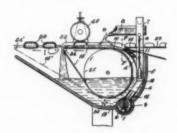
1,775,277. Candy-Making Machinery. Lawrence Gahn, St. Louis, Mo., assignor of fifty per cent to John V. Lee, St. Louis, Mo. Filed August 16, 1926. Serial No. 129,471. 9 Claims. (Cl. 107—8.)



1. A roller for a candy forming machine comprising a cylindrical, shouldered body portion, a die detachably disposed upon the surface of said body portion, holding means for one end of the die, formed integrally with the die and body portion, and an annular element in threaded engagement with the shoulder on said body portion, adapted for securing the opposite end of said die to said body.

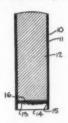
1,775,475. Chocolate-Coating Apparatus.

1,775,475. Chocolate-Coating Apparatus. Emile Louis Alfred Savy, Paris, France. Filed June 14, 1926. Serial No. 115,921, and in France June 19, 1925. 7 Claims. (Cl. 91—3.) 5. A coating machine, comprising a



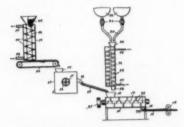
receptacle to contain liquid or semi-liquid coating material; a conveyor for carrying thereacross the articles to be coated; a pump in said receptacle in free communication with the contents thereof; a discharge passage leading from said pump; a device at the outlet end of said passage for coating the bottoms of the articles on the conveyor; an elevated device for coating the tops of the articles; a pair of vertical conduits, one at each side of said passage, leading from the same to the elevated device and provided adjacent their lower ends with ports that open into the receptacle; and means for opening and closing said ports to control the flow of coating material through said conduits.

1,778,479. Confection. Ludwig S. Baier, Portland, Ore., assignor, by mesne assignments, to Ice Cream Smack Corporation, a Corporation of Delaware. Filed December 7, 1926. Serial No. 153,112. 12 Claims. (Cl. 99—16.)



4. A method of forming chocolate shells containing ice cream, which consists in forming a fluid chocolate shell and at the same time maintaining the shell in form, filling said shell with semifrozen ice cream, thereby simultaneously solidifying the chocolate of the shell and making it self-sustaining, and then subjecting the mass to further temperature reducing treatment to harden the ice cream.

1,778,537. Candy-Making System and Method. Dale G. Steely, Boston, Mass., assignor to W. F. Schrafft & Sons Corporation, Boston, Mass., la Corporation of Massachusetts. Filed June 10, 1927. Serial No. 197,958. 13 Claims. (Cl. 107—4.)

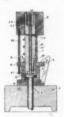


1. That step in the process of making nut candy from roasted nuts, which consists in introducing the nuts, when they are free from shell and are still hot as a result of being roasted, into hot syrup.

81,994. Confection. Benedict F. Peterson, Milwaukee, Wis. Filed May 17, 1930. Serial No. 35,678. Term of patent 14 years.

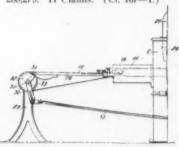


The ornamental design for a confection, substantially as shown. 1,760,900. Manufacture of Chocolate Confectionery. Alexander D. Fisher, Toronto, Ontario, Canada. Filed June 26, 1926. Serial No. 118,741. 4 Claims. (Cl. 107—54.)



4. A process of producing hollow molded chocolate from non-plastic bulk chocolate maintained at a temperature below that at which it becomes plastic which consists in confining in the bottom of a mold a quantity of the non-plastic chocolate materially less in volume than the interior of the mold, projecting into the mold a plunger of less diameter than the mold to subject the chocolate to a pressure sufficiently great to cause it to flow up between the mold and plunger in a direction contra to that of the molding movement of the plunger, and continuing the pressure movement till the mold about the plunger is substantially filled, surplus chocolate being allowed to escape under the high pressure generated in the mold.

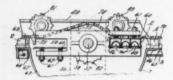
1,761,065. Confection-Making Machine. Alonzo Linton Bausman, Springfield, Mass. Filed June 25, 1928. Serial No. 288,275. 11 Claims. (Cl. 107—1.)



1. A machine for making confection clusters, comprising an intermittently movable member on which the clusters are formed, means for individually coating the pieces which are to be formed into clusters, and means for successively delivering to and dropping upon said member during each interval of rest thereof a predetermined number of said coated pieces, whereby the several pieces pile up one upon another and adhere to form a cluster.

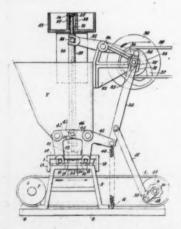
NEW PATENTS

1,763,085. Apparatus for Forming Confection Shells. Alonzo Linton Bausman, Springfield, Mass., assignor to National Equipment Company, Springfield, Mass., a Corporation of Massachusetts. Filed February 9, 1928. Serial No. 253,176. 6 Claims. (Cl. 107—1.)



In an apparatus of the class described, a mold turning device compris-ing, a member mounted for intermittent turning movement about an axis disposed intermediate the ends thereof and pro-vided at each end with a mold receiving recess, a supporting shaft for said member, a flexible conveyer element mounted to travel in a plane spaced, from but parallel with the plane in which said member turns and having a series of lugs for moving the molds, guiding means to direct said element so that one lug will move a mold into one of said recesses, while another lug moves another mold out of the other recess, and so that said lugs will be deflected in a non-interfer-ing path with respect to said shaft, and means for operating said element during intervals of rest of said member.

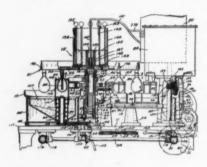
1,765,874. Process for Forming Candy. William B. Laskey, Brooklyn, N. Y., assignor to Mason, Au & Magenheimer Confectionery Manufacturing Company, Brooklyn, N. Y., a Corporation of West Virginia. Filed April 26, 1927. Serial No. 186,626. 1. Claim. (Cl. 107—54.)



The process of forming and shaping a candy unit composed of a plastic mass and a filling, consisting in segregating and shaping a predetermined amount of tic material from a main mass of plastic material, segregating a predetermined supply of a second character of sub-stance to constitute the filling, extruding the predetermined amount of plastic material by subjecting the same to a pre-determined pressure and simultaneously forming a depression in the same, during the latter portion of the extruding action,

extruding a predetermined portion of said segregated second character of substance into the depression formed in the extruded portion of plastic material by subjecting the segregated second character of substance to a predetermined pressure, thereupon cutting off a unit from the portion of plastic mass so extruded to form the upper surface of the unit so formed and simultaneously forming the lower surface any succeeding unit to be extruded, and thereupon refinishing the segregated predetermined supply of the second character of substance in preparation for the succeeding extruding action.

1,771,065. Confection Shell-Forming Machine. William Stevens, Los Angeles, Calif., assignor, by mesne assignments, to Jack Hibbard, Detroit, Mich. Filed July 25, 1927. Serial No. 208,388. 21 July 25, 1927. Serial Claims. (Cl. 107—1.)



1. In a machine of the general character described: means for confining a shell- forming liquid; a collapsible form; means for mechanically producing a relative movement between said form and said liquid—externally to coat said form with said liquid for solidification there-on; and means for cooling said form, to effect such solidification.

1930 Clinic Selections

(Continued from page 61)

you will, it simply cannot be done. The bar market is one of our largest outlets for candy and we do feel that a bar of this size is not a healthy one to have on sale beside the general run of bar goods. Of course, the public is looking for a lot for its money, but that does not alter the fact that at least an operating profit is necessary in order to continue in business. Such "generosity" should be frowned upon.

Code 11W 30 Chocolate Coated Dragees-4 Ozs., 25c

(Purchased in a hotel lobby in New York City.)

Appearance of Package: Fair.

Box: Folding. Orchid color with printing in blue. Dragees:

Chocolate Coating: Dark; good.

Panning: Good.
Finish: Polished; good.
Centers: Good.

Almonds: Thin sugar coating before panning with chocolate.

Filberts: Good. Coating same as al-

monds.

Raisins: Good; no sugar coating. Orange Peel: Good; no sugar coating.

Assortment: Good.

Remarks: This box of chocolate dragees is one of the finest I have ever examined. The nuts were well roasted and ate well; orange peel and raisins were soft and of good flavor. Suggest wrapper of some kind be used as box was soiled.

This is our idea of what a package of chocolate dragees should be. The assortment is ideal and the dragees themselves are exceptionally fine eating and of very good quality. It is surprising that chocolate dragees have not proven better sellers. It is a fact that a number of large houses have put out packages but in few instances have they proven successful. Of course, the price of dragee work is perhaps a little high and it may be that this type of goods has been killed by the 5c packages of panned peanuts, raisins, etc., on the market. We understand that in Europe dragees sold in bulk and in special packages are much in demand and enjoy a large

"A Profit or No Sale"

(Continued from page 63)

into your cost department with sharpened pencil. Be sure your costs are being figured correctly allowing sufficient for profit. "A profit or no sale" is a good motto to hang on to. The longer you adhere to it the longer you will remain in business and make money. If you have no cost department and are figuring on too small a profit you simply cannot survive and you might just as well face that fact now as later when it will be too late. In many, many cases, candy is being sold too cheaply. Some houses may be selling without a reasonable profit in an effort to stay in business until conditions improve. That is the best way in the world to keep conditions in their present deplorable state. The question is "Are you going to stay in business or not?" You can answer that better than anyone else and you might just as well decide the answer now before you have contributed further to the industry's complete demoralization. ore al-

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A CORNER OF OUR NEW FACTORY AT WEMBLEY, ENG.



Modern Factory Methods make these fine Foils of Quality

Fisher's famous Aluminium foils—Silver White, Plain, Coloured and Embossed—are made by new up-to-the-minute methods in Fisher's fine modern factory at Wembley, England.

The Fisher range also includes PLAIN WHITE AND EMBOSSED ALUMINIUM AND TIN FOILS, all thicknesses—PLAIN COLOURED AND EMBOSSED FOILS—DECORATED FOILS in endless varieties—BACKED FOILS for the Tobacco Trade—WAX PAPER BACKED FOILS—FOILS—WITH CUSTOMER'S NAME OR TRADE MARK our specialty. CAPSULES PLAIN AND COLOURED AND EMBOSSED, CONES, ETC.

Any design made to order.

See that your Foils are Fisher's! Rely on finer quality, better service at no more cost than you're paying now.

May we send Samples and quote for your special needs?

THIS CUSTOMER



Telegrams: Liofnit, Wembley

SEVEN

- Saves cost of bag making
- Labels, strings, advertising strips applied
- Saves 30% to 40% of materials
- Saves labour of from 10 to 20 girls
- Can be synchronized to work **⑤** with automatic weighing machine
- Uses all papers and foils
- Makes neat, hygienic and light packing

Fisher's Packing Machines, planned for today's high-speed packing problems, are made by highly skilled labour at Fisher's new factory at Wembley, England. The Fisher Catalogue is yours for the asking. May we mail it to you? Write now to FISHER'S

FOILS Ltd. WEMBLEY **ENGLAND**

Telegrams: Liefnit, Wembley



WAY TO GIVE CHILDREN CANDY

Candy is a splendid energy food for children. And how they love it! Properly given, it is easily digested, and rich in quick energy so needed by them.

Give children candy after meals -as dessert. In this way they will eat as much as they should and not toomuch. Too, candy after meals will keep normal children from munching between meals.

Our candies are always fresh and pure.

Sweeten the day with Candy

Here's a deal for the dealer that's a deal for you, too!

Big among the activities of N. C. A. is the vigorous promotion of candy advertising by retailers.

The result—millions of lines of local advertising in newspapers from coast to coast—shows that dealers are ready and willing to use good advertising material, if it is made available to them.

Now here's where you come in: Supply the dealer with mats of attractive, well prepared advertisements which he can

use to increase his candy sales. The dealer in turn will be glad to feature your products in his advertisement.

The mats you see here show how this is done. N. C. A. headquarters will furnish you with a

wide variety of mats prepared like the one to the left. These you give to the dealer who has the newspaper insert his name and the copy featuring your products, as shown at the right.

You render the dealer a valuable service. He features your products in his advertising.

Write for proof sheets of the entire series we have available for your use. They cover a wide range of subjects, include various appeals. Use them. They will get results for you.

NATIONAL CONFECTIONERS' ASSOCIATION 111 West Washington Street, Chicago







Candy is a splendid energy food for children. And how they love it! Properly given, it is easily digested, and rich in quick energy so needed

Give children candy after meals as dessert. In this way they will eat as much as they should and not toomuch. Too, candy after meals will keep normal children from munching between meals.

Our candies are always fresh and pure.

Blank's Delicious Candies in Attractive Boxes, 70c to \$2.50

Blank's Special Christmas Mixture, 50c lb.

Blank's Assorted Sweets, 69c lb.

John Doe's Confectionery 732 Main Street

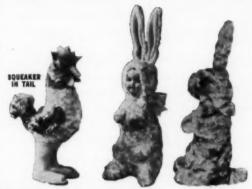
Sweeten the day with Candy

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NEW ITEMS for EASTER



SIZES-14" In 24"

BABY-FACED BUNNY (SIZES-8" to 19"

GAY BUNNY

A STRIKING array of brand new novelties has been added to our extensive line of EASTER specialties. Price list and samples will be sent on request. They are now ready for your inspection.

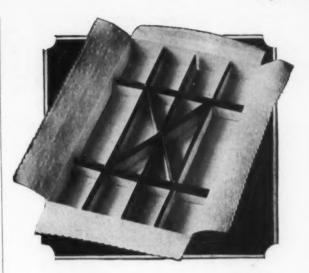
GAY toys are made of substantial materials and all are modelled by hand. They are colorful and lend an irresistible appeal to your displays. Quantity production makes possible our present prices. There is an excellent profit in GAY NOVELTIES.

Just a few items are shown. There are many others, all in a variety of sizes and each with concealed squeaker. They are made of long pile plush, and rayon plush and velvet. The Cock-A-Doodle Rooster comes in modernistic material also. Let us send you samples and prices.

GAY STUFFED TOY & NOVELTY CO.

260 Stone Avenue

Brooklyn, N. Y.



Economical Protection Appearance Improved

A package containing leaking or crushed pieces of candy has a job lot appearance. Consider the reputation you have at stake. Then consider the trivial cost of partitions which will not only protect your goods while in transit, but will also give that final touch of attractiveness so appealing to the purchaser.



Chocolate Dividers

A divider of distinction, in perfect harmony with the rich brown of your chocolates.

Also all kinds of layer cards, paraffined as requested.

Watch this space each month for new ideas in candy packing.

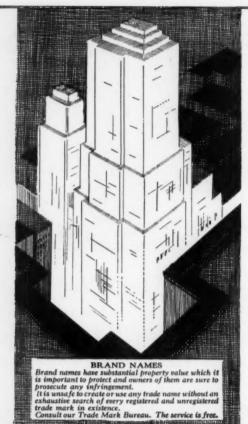
Rapid Cutting Co., Inc.

SPECIALTIES OF

PAPER & CARDBOARD NOVELTIES

55-57 HAVEMEYER STREET 278-280-282-284 NORTH 6TH STREET

BROOKLYN, N. Y.



The MODERN TIREND in DESIGN.

Styles in packages, like styles in architecture, are constantly changing. "U.S." Labels and folding boxes keep up with the modern trend.

There is no problem in merchandising more vital than proper packaging. "U. S." salesmen are experts on all phases of this subject.

Let us be your package counsellors.

The UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI

BROOKLYN

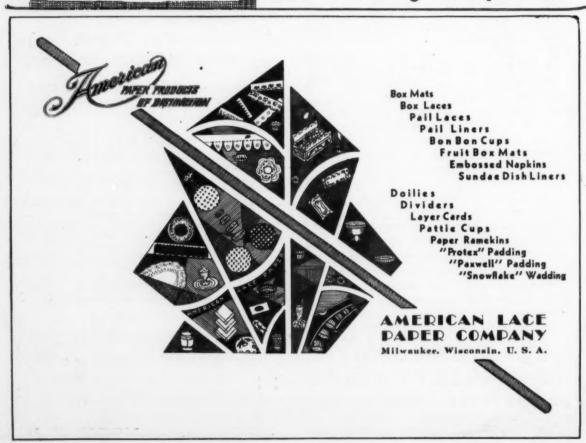
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65 Beech St.

103 N. 3rd St.

27 Cross St.

Color Printing Headquarters





PLEASE YOUR CUSTOMERS and re-

duce your losses by making Easter Eggs that are fermentation proof.

Nulomoline supplies the needed quality control. By its use you check drying, eliminate fermentation and increase the tenderness of your goods.

Nulomoline can be used to advantage in Cast or Rolled Cream Eggs and in Marshmallow Eggs.

> Write for copies of our new formulas for Marshmallow Eggs.



THE NULOMOLINE CO.

109-111 Wall Street, New York, N. Y.

There is no substitute for Quality - USE NULOMOLINE

Candy makers everywhere use "U. S. Gel." with the confidence of knowing that their product is finer for having chosen so wisely. "U.S.Gel." is the finest protective colloid and emulsifying agent that can be

made. It is uniform . . pure and has high beating properties . . It is particularly suited to the making of marshmallows and other foams. Produced in the most modern and completely



equipped plant in the world ... "U. S. Gel." sets the standard of purity. Perfect control . . . double filtration . . . glass lined pipes and storage tanks assure its superiority. Let "U. S. Gel." prove itself in your

own plant. Testing samples will be sent on request. Use the coupon below for convenience.

UNITED STATES GELATINE CO., Milwankee, Wis. Branches: New York Chicago Cincinnati Grand Rapids

UNITED STATES GELATINE CO., Milwaukee, Wis.

Gentlemen: Please send us samples of "U. S. Gel." for testing purposes. It is to be used in connection

(fill in type of product)

Name of Company.

City

... New ...

THE LIPEOMETER

(TRADE MARK)

Tester for Rapid Fat Determinations

A simple, inexpensive apparatus that gives the fat content of a liquor, cocoa, chocolate or coating within half an hour. Accurate results. No calculations or inflammable chemicals involved. Easily manipulated.

Sold Exclusively by

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Specialists in the Chemistry of Cacao Products

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Patents Pending

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Non Alcoholic ROOT BEER OIL

The Standard of Quality

Single pounds, \$3.50
50 pounds, \$3.25 per pound

Non Alcoholic Imitation BLACK WALNUT OIL

Highly Concentrated, \$4.00 per pound

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136 Liberty St., New York, N. Y.
"WE MAKE OUR WAY BY THE WAY WE MAKE OUR FLAVORS"

GELATINE IN MARSHMALLOW

Whatever your production requirements Atlantic serves better

Let us study together your production requirements. We can determine what grade of gelatine will be better for your needs. We have a special test for marshmallow beat which takes into account time, temperature and specific gravity (pounds per gallon) of the marshmallow beat. Once the ratios are established for your requirements, all shipments can be depended on to give uniform results.

Consult our Research Department. No obligation.

ATLANTIC GELATINE COMPANY
Woburn, Mass.

Chicago—Rm. 1204—173 W. Madison Street New York—Rm. 92—1 Hudson Street

ATLANTIC

GRADE FOR GRADE A BETTER GELATINE

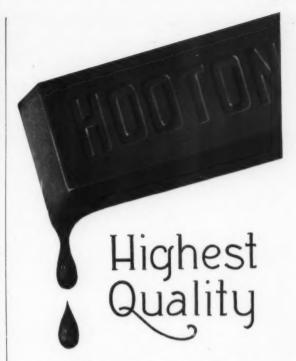
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SODIUM

UNIFORM QUALITY STRICTLY - U.S.P.

CHAS PFIZER & CO. INC.

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Now discriminative confectioners are buying Hooton's Chocolate Coatings and Chocolate Liquors at the lowest prices in history. By using these definitely superior products at their present low prices, you can effect a manufacturing economy and, at the same time, through their downright goodness, enhance the saleability of your products. Samples and prices will prove it.

HOOTON CHOCOLATE CO. NEWARK, NEW JERSEY.

525 WEST ROOSEVELT ROAD, CHICAGO, ILL.

WHY YOU
SHOULD CHOOSE
NATIONAL
CERTIFIED
FOOD
COLORS

because

for more than 20 years National Certified Food Colors, primary colors and blends, have been used with satisfaction by manufacturers who insist upon economy, uniformity and brilliancy.

Because they are made by the National Aniline & Chemical Company, Inc., leading manufacturers of Certified Food Colors, for more than 20 years.

Because the reputation of that company is your assurance of absolute satisfaction.

Because the service facilities of the makers of National Certified Food Colors are always at your command.



NATIONAL ANILINE & CHEMICAL CO., Inc.

Leading Manufacturers of Certified Food Colors for over twenty years

40 Rector Street, New York, N. Y.

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HIGH QUALITY

KALBE GELATINE

PROVE to your own satisfaction the superiority of Kalbe Gelatin. Send for a trial sample and notice the smooth, rich texture it imparts to your product. Test the strength and viscosity of Kalbe Gelatin. Your product will be better for its use.

HEICKE GELATINE WORKS, Inc.

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RASPBERRY

(IMITATION)

HARD CANDY

A Revelation in flavoring Pan Goods, Lollypops, Sticks, etc.

At last a flavor that will stick and give your finished product the delightful taste of the fruit at modest cost per batch.

A sample of this flavor will be gladly sent to established manufacturers without cost and without obligation. Write today.

We make a complete line of Hard Candy Flavors.

ALEX. FRIES & BRO.

316 E. Second St.



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CLARENCE P. HARRIS, Ph. D.

Industrial Chemist

Inventor of the Hydrometer Method for the Estimation of Cocoa Butter

OFFERS

Comprehensive Consulting Service

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EFFICIENT PLANT CONTROL; NEW PRODUCTS DEVELOPED.

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For Quality MARSHMALLOW



KEYSTONE GELATIN

manufactured for 40 years by
The AMERICAN AGRICULTURAL CHEMICAL Co.
MICHIGAN CARBON WORKS
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When millions of homes OK Mapleine, it must be good!



WHEN you use Mapleine you are using the third most popular in the United States. A number of national magazines working independently have discovered this. Every month six million copies of magazines carry Mapleine advertisements!

Users of Mapleine have this Mapleine popularity in their favor—it helps them make sales.

But that is not the only advantage of Mapleine. It saves money for a little goes so far. It colors as it flavors. It does not cook out. It holds true in the finished product. And it blends with other flavors.

Jobbers and supply houses have Mapleine—or write us.

Crescent Manufacturing Co.

Seattle, Washington, U. S. A.

New York City: 105 Hudson St. Pittsburgh: 914 Fulton Bldg. Chicago: 130 N. Wells St. Minneapolis: 621 Plymouth Bldg. Kansas City: 601 Kemper Bldg. Los Angeles: 723 Black Bldg. San Francisco: 16 California St. Winnipeg: 287 Stanley St. Toronto: 51 Wellington St. W. London, England: 19 Oldbury Pl.

MAPLEINE Used in millions of homes

YOUR MONEY'S WORTH is in every ounce of Convertit. It is economical because of its strength and uniformity and the fact that minimum quantities will create a definite softening action in Cream Centers.

The accurate results secured from Convertit are recognized by chemists with the widest technical experience.

Convertit is a clear solution, free from chemical preservatives and objectionable odor.

Convertit softens and safeguards both Cast and Rolled Centers. Write for a copy of our booklet, "Refined Convertit," it contains a full explanation of its use in Cream Centers.



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Exclusive Distributors of Convertit

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NEW YORK, N. Y.

CONVERTIT Purified invertase of standardized activity (



The New Morrison, when completed, will be the world's largest and tallest hotel, with 3,450 rooms.

CHICAGO'S MORRISON HOTEL

Corner Madison and Clark Streets

Closest in the City to Stores, Offices, Theatres and Railroad Stations

1950 Rooms - \$2.50 Up

500 Rooms Being Added

Every guest room is outside, with bath, running ice water, bed-head lamp and Servidor. Each floor has its own housekeeper and the hotel's garage has extensive facilities for car storage. Rates are extremely moderate—\$2.50 up—because valuable subleases at this location pay all the ground rent and the saving is passed on to the guests.

World's Tallest Hotel

46 Stories High

CLINTON CORN SYRUP CORN STARCHES CORN SUGAR REFINED

CORN SYRUP

42°

42° S. S.

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CORN SUGAR-Refined

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Pure Food Powdered

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CORN OIL-Refined



Manufactured By

CLINTON CORN SYRUP REFINING COMPANY

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TONS OF CANDY

Now sold through

VENDING MACHINES

Have you overlooked this modern sales medium? You are invited to exhibit your products At the Annual

Coin Machine Exposition WINTON, Cleveland, O., Feb. 23-25, '31

Write F. E. Turner, Sec.-Treas. Coin Machine Operators' Association of America, 1213 Lafayette Bldg., Detroit, for Exposition Booth Plat and Details.

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The Senior IDEAL Wrapping Machine



The machine that spells economies in wrapping that make the difference between success and failure in these times.

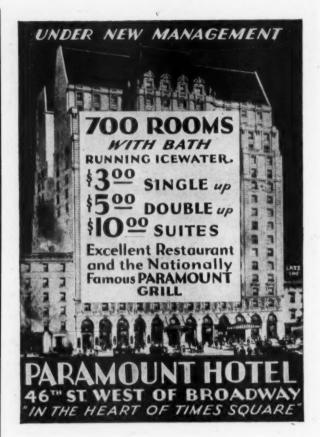
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Pays for itself in less than a year. Mechanically perfect and easy to operate.

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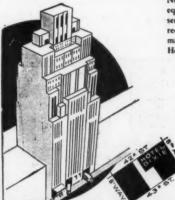
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42d-43d Streets West of Broadway

A New and Better Hotel for Times Square



Not alone new in construction and equipment, but new in conception of service and comfort to its guests. Directed by S. Gregory Taylor, who has made such enviable successes of the Hotels Montclair and Buckingham.

Single Rooms

\$3,\$4 and \$5

Double Rooms
with tub and shower

\$4,55 and \$6

A few terraced rooms and suites, exceptionally large closets, on an attractive monthly basis.

RADIO IN EVERY ROOM Entrances on 42nd and 43rd Sts.

CENTRAL UNION BUS TERMINAL

LOCATED IN THE DIXIE HOTEL BUS CONNECTIONS FOR ALL POINTS IN THE UNITED STATES

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TATES

"Acme" Starch Trays



When ready for more Starch Trays, call or write us for prices.

All trays made from kiln dried basswood and surfaced to a smooth finish.

Quality and service at minimum price

Rathborne, Hair & Ridgway Co.

2138 South Loomis St.

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1930 Bound Volumes

of the

MANUFACTURING CONFECTIONER

· Price \$6.25 postpaid

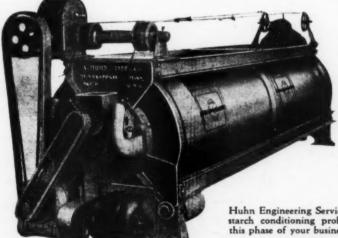
The Manufacturing Confectioner Pub. Co.

1143-The Merchandise Mart

Chicago, Illinois



Huhn CHINOOK Dryer



THE economies effected through the installation of the "Chinook Dryer" increase directly the earning power of your manufacturing equipment.

REDUCES LABOR COST SAVES FLOOR SPACE SPEEDS PRODUCTION SAFEGUARDS QUALITY

"Chinook" Dryers, Sterilizers, Roasters and Coolers are definitely guaranteed in every particular, are backed by an organization of responsibility and integrity and because of their high efficiency have been adopted as standard by major industrial establishments.

SERVICE

Huhn Engineering Service is available at all times to aid you in solving starch conditioning problems. Our experience and understanding of this phase of your business will prove helpful. It's yours for the asking.

Send for Illustrated Catalog and Detailed Information

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3915 Hiawatha Avenue

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NEW YORK OFFICE 23-25 BEAVER ST., NEW YORK CITY 228 N. La Salle Street Chicago, Illinois



MACHINERY FOR SALE

Machinery for Sale—Bargain in rebuilt machinery of all kinds including Starch Bucks steel water cooled slabs, 16 x 25 in Enrobers and other Coating machines, Nougat cutters, Simplex gas vacuum cookers, New Batch rollers 7 ft. Send us your inquiries. National Confectionery Machinery Co., 106 E. 2nd street, Cincinnati, Ohio.

We have purchased most of the machinery which was sold at public auction from D. Auerbach & Sons Company of 635 Eleventh avenue, New York City. Partial list of machines purchased is on page 34 and 35. Write or wire us for machines you are interested in. This is an extraordinary opportunity to improve your plant with machinery which operated very satisfactorily until the above concern discontinued operations lately. Every machine which we sell is guaranteed by us, so you can economize safely. Inquiries will receive our immediate attention and prompt deliveries can be made. Union Confectionery Machinery Co., Inc., 318 Lafayette street, New York City, N. Y.

FOR SALE—100-LB. GAS SIMplex Hard Candy Cooker, good condition, price very reasonable for prompt sale. Also Savage Gas Furnaces with Blowers. Powell's, Inc., 714-718 Washington Ave. No., Minneapolis, Minn.

FOR SALE—LITTLE GIANT Starch Buck. Used every day until replaced by Mogul; bargain for \$100 crated, F. O. B. Bryan, Ohio. Spangler Candy Company, Bryan, Ohio.

FOR SALE—FRIEND HAND Roll machine like new, and other equipment for making hand rolls. Reasonable price. Binghamton Candy Co., Inc., Binghamton, N. Y.

FOR SALE—ONE PRACTICALLY new 75-ton Carrier Engineering Company Refrigerating Machine. Will be sold at a very low price. Apply Luden's, Inc., Reading, Pa.

MACHINERY FOR SALE.

WE HAVE FOR SALE IN GOOD mechanical condition at very reasonable prices: 1 Racine starch printer, 2 marshmallow beaters, 1 kiss wrapping machine, 1 Kingery peanut roaster with motor, 1 N. E. starch buck, 1 Mills caramel cutter, 1 dough mixer, 1 Racine barrel beater, 1 Racine nougat cutter, 8 copper kettles, 1 caramel sizer, 1 hoarhound stick maker, 1 Champion crimper, 1 N. E. Junior enrober with motor and bottomer, 2 gas furnaces, 1 batch warmer, 1 lot dipping marbles, 1 lot Crystal pans. Barager-Webster Co., Inc., 810-812 First Avenue, Eau Claire, Wis.

FOR SALE—FROM THE liquidation of The Reichardt Cocoa & Chocolate Company all of their machinery and equipment, including machinery for making a full line of cast and cut centers, enrobing machinery and also solid chocolate machinery. Also one thousand pounds of square cut foil. Five hundred thousand yards of ribbons from number one to number three width. Beautiful colors. Also fifty thousand pounds highest grade wind sifted imported Reichardt Cocoa. Cheap prices for quick sale.. Address Union Confectionary Machinery Company, 318-322 Lafayette Street, New York City, N. Y.

FOR SALE—METAL CHOCOlate dipping tables. Metal chocolate dipping trays. 1 Savage M. M. beater. 1 National Equipment M. M. beater. 1 Racine nougat cutter. Gurley Candy Company, 900 Third Street North, Minneapolis, Minn.

FOR SALE — RACINE IMproved Automatic Sucker Machine, latest type, dumbbell, and two for five cent and one cent round rollers. Address D-4320, The Manufacturing Confectioner, Merchandise Mart, Chicago, Ill.

MACHINERY FOR SALE

FOR SALE—LOZENGE OUTFIT complete with Lozenge Mixers, reversible heavy Sizing Machine, series of graduated sizes and lozenge press, complete with ten sets of dies. Cheap price for quick sale. Address E-5325, % Manufacturing Confectioner, The Merchandise Mart, Chicago, Ill.

FOR SALE—STEEL MOGUL Machine, complete with 20 and 24 outlet pump bars, guaranteed perfect condition. Will sell cheap for quick sale. Address C-3310, care The Manufacturing Confectioner Pub. Co., The Merchandise Mart, Chicago, Illinois.

FOR SALE—CHEAP—TWO 16" Enrobers, with automatic feeders, bottomers, and strokers. Will sell with or without attachments. Address C-3308, care The Manufacturing Confectioner Pub. Co., The Merchandise Mart, Chicago, Ill.

FOR SALE—2000 LBS. OF 3½ BY 3½ inch square aluminum cut foil for assorted chocolates, assorted colors. Also 2500 lbs. of 2½ inch wide aluminum foil in rolls. Above foil in original cases. Attractive price for quick sale. Union Confectionery Machinery Co., 318 Lafayette St., New York City.

MACHINERY WANTED

Wanted—Peanut Butter Mill. Give full particulars. Palmer Candy Company, Sioux City, Iowa.

WANTED—USED HOBART, Read or Century Candy Mixer. State price. Write to David Dalsey, 2850 N. Christiana Ave., Chicago, Ill.



JTFIT ers, re-, series press, Cheap E-5325, er, The

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Pub.

O 16"
feeders,
ill sell
Adfacture Mer-

B¼ BY cut foil ed colch wide foil in ice for rry Mach, New

Give ly Com-

BART, Mixer. Dalsey, ago, Ill.







THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE



MACHINERY WANTED.

MACHINERY WANTED — ONE Costello Basket Dipping Machine. Give serial number, condition and price. Will pay cash. Address: H-6490, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

MACHINERY WANTED — ONE Three Roll Refiner, vertical type, steel Rolls. Give serial number, condition and price. Address: H-6491, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

MACHINERY WANTED—NAtional Schrafft Cooling System. Oscar Segrin, Columbus Avenue. Springfield, Mass.

MACHINERY WANTED—Standard make twenty-four inch Enrober and Mogul. Must be cheap. H-6488, care The Manufacturing Confectioner Publishing Co., 1143 Merchandise Mart, Chicago, Illinois.

MACHINERY WANTED — TWO model K kiss cutting and wrapping machines. Give serial numbers, condition and price. Will pay cash. Address P-6389, % The Manufacturing Confectioner Publishing Co., The Merchandise Mart, Chicago, Illinois.

POSITIONS WANTED

Position Wanted—Candy maker on all kinds of up-to-date counter goods, for first class retail store. All Holiday candies for different seasons, finest creams, chocolates, bon-bons, caramels, nougatines, French nougat, fudges. All satin finish hard candies and filled goods. All kinds of ice creams. Over twenty-five years' experience. Progressive, reliable, trustworthy. American. Married. Retail store only. Address: G-6487, care The Manufacturing Confectioner Publishing Company, 1142 Merchandise Mart, Chicago, Ill.

POSITIONS WANTED

ASSISTANT TO EXECUTIVE seeks new connection. Eight years' successful record in the candy business, with well rounded experience in production, purchasing, sales promotion, and retail store operation. Can relieve sales manager or other executive of all burdensome details, University graduate, young, ambitious, hard working. For further information or interview address F-6484, % The Manufacturing Confectioner Pub. Co., The Merchandise Mart, Chicago, Ill.

ASSISTANT SUPERINTENDENT
—Do you want an assistant who can help you increase production, lower costs, originate new items, and handle help? I have had five years' experience doing these things, with one of the largest confectionery manufacturers. I want a permanent connection, and am willing to start at the bottom to prove my worth to you. Address F-6485, % The Manufacturing Confectioner Pub. Co., The Merchandise Mart, Chicago, Ill.

AS ASSISTANT SUPERINTENDent: My experience covers both retail and wholesale manufacturing for some fifteen years. I am thirty-two years of age, married, and an American. I am a practical candy maker, having worked in such capacity as foreman, also assistant superintendent. Can furnish the best of references. Address E-6478, % The Manufacturing Confectioner Pub. Co., The Merchandise Mart, Chicago, Ill.

POSITION WANTED—CANDY-maker and department foreman with twenty-eight years' experience desires to make change. Wide experience on fudges, nougats, caramels, peanut candy, salted nuts, bar goods, kisses and icing. General experience in all lines of candy goods. Have knowledge of latest machinery. First-class references from successful firms. D-6471, % The Manufacturing Confectioner Pub. Co., The Merchandise Mart, Chicago, Illinois

POSITIONS WANTED

WORKING FOREMAN ON hard candy, A-1 on satin finish and plastic filled goods. Experience on Guebel and Berten presses. D-6477, % The Manufacturing Confectioner Pub. Co., The Merchandise Mart, Chicago, Ill.

I would like to get in touch with a candy manufacturer who needs a good all-around candy maker foreman. I understand modern machinery, including enrober operating. Can handle help and figure costs. I believe I can fill your wants. Address G-6486, care The Manufacturing Confectioner Publishing Company, 1142 Merchandise Mart, Chicago, Ill.

HELP WANTED

SALESMAN WANTED—A contectionery company, which for over 30 years has catered to the best trade in the east wishes a representative for New York State—outside of New York City. Class of goods made appeals to fine retail trade. Also some items which will appeal to large chambuyers. It is necessary that the application live somewhere Up-State. Replying state experience and salary expected. H-6489, care The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

CANDY LINES WANTED

New Lines Wanted—8 years with Winters & Company selling Honey Scotch Mounds, etc. (5 years in New York State). Now seeking main line of specialties for New York State or New England territory on commission basis. Frank Materson, 299 Prospect place, Brooklyn, New York.

MISCELLANEOUS

For Sale—Trade marks, trade names and good-will of D. Auerbach & Sons Company. We will sell any of these names separately or altogether at attractive prices. Union Confectionery Machinery Co., Inc., 318 Lafayette street, New York City, N. Y.

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After You have told the Sales Force to Snap into It

WHAT happens then ... after you've told your salesmen that they can't expect to get by in 1931 unless they merchandise candy?

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Just attach this ad to your letterhead and mail it to The CONFECTIONERY BUYER.

mail it to The CONFECTIONERY BUYER. We'll know that you are interested and would like to receive a sample copy and salesmen's subscription blank.

The Confectionery Buyer

1142 Merchandise Mart 1931 will Reward Better Candy Merchandisers of the Better Quality Candies Chicago, III.

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